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BOOKSELLER & STATIONER

and

Canadian Newsdealer

Official Organ of the Canadian Book, Stationery and Publishing Trades Association
and for Twenty-Four Years the Recognized Organ of the Book, Stationery and Fancy Goods Trades of Canada.

MONTREAL, 232 McGill St.

TORONTO, 10 Front St. East.

WINNIPEG, 511 Union Bank Building.

LONDON, ENG., 88 Fleet St. E.C.

PUBLICATION OFFICE: TORONTO, JANUARY, 1909.

Why Didn't You Ask Us

about that special proposition to agents last month? It is a good one and you're missing a fine chance to increase your profits. We want to show you how you can do it by specializing on our well advertised brands of

CARBON PAPERS and RIBBONS

Our offer is a straight business proposition and it's going to make money—more money—for both of us and we want you to investigate it.

You know the name of "Underwood." You've heard it for years. You know it is one of the most potent selling factors on branded goods to-day. Why put off writing us? It is certainly to your advantage to do so. Sit right down now while you think of it and drop us a line and we will explain the whole proposition to you by return mail.

JOHN UNDERWOOD & Co

90 Richmond St. East

NEW YORK

TORONTO

LONDON, ENG.

The Holidays

are over and it is Time
to get down to business for the

New Year

If You Want Anything in

Stationery or Books

—or—

Religious Articles

Drop Us a Post Card

We will have increased facilities for serving you

LIBRAIRIE BEAUCHEMIN

Limited

256 St. Paul St.

18 Notre Dame St.

26 St. Gabriel St.

MONTREAL

Wholesale Books and Stationery

Established in 1842

The Par Excellence of Pencils

The "EMERALD" Pencil

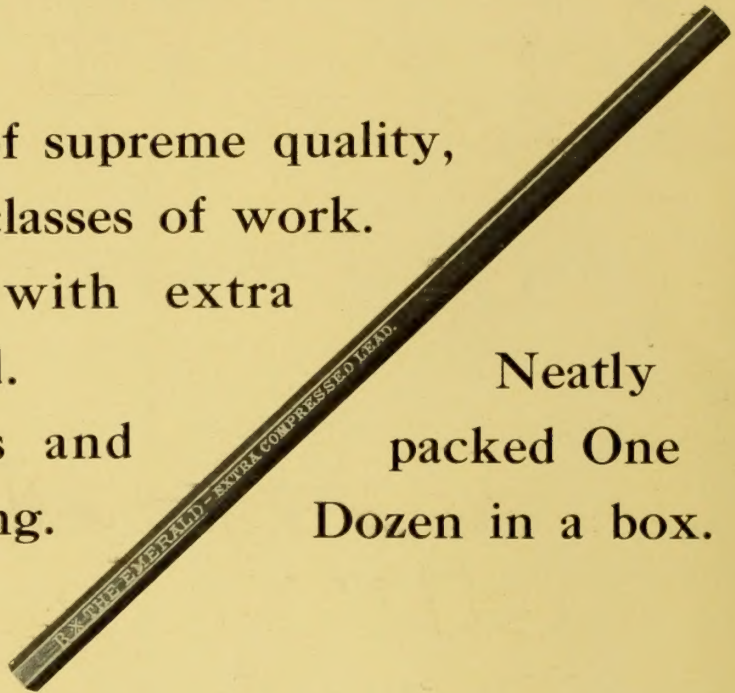
REGISTERED IN CANADA

A new pencil of supreme quality,
adapted to all classes of work.

Manufactured with extra
compressed lead.

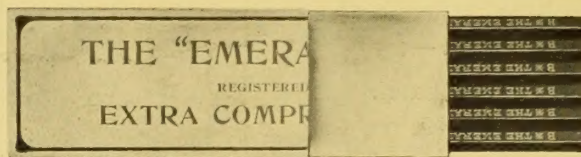
In nine grades and
indelible copying.

Neatly
packed One
Dozen in a box.



BB, B, HB, H, HH, HHH, HHHH, HHHHH, HHHHHH
COPYING

THE
GREEN
PENCIL



IN THE
GREEN
BOX

WRITE FOR SAMPLES

Warwick Bros. & Rutter, Limited

Wholesale
Manufacturing
Stationers

Toronto

1909 - MAY IT
be the
best year you have ever seen--and
the worst year you ever will see

CHAS. : GOODALL : SONS : LIMITED

AUBREY O. HURST

24 Scott Street

TORONTO, CANADA



FOUNTAIN PENS

Under your own imprint.

We are the largest manufacturers of FOUNTAIN PENS for special imprint orders, in AMERICA.

We manufacture only a high-grade article in Fountain Pens. Every line we make is notably of the finest workmanship and highest quality, and we guarantee absolutely every pen that leaves our factory.



Any reliable firm cannot be too particular about the kind of a Fountain Pen they place their own name or trade mark upon.

Before you contract for Fountain Pens under your own imprint for the coming holiday trade and for the year 1909, it will certainly pay you to call and see us or have us submit samples.

SANFORD & BENNETT CO.

Manufacturers of Fountain, Stylographic and Gold Pens
For Foreign and Domestic Trade

Patentees of the "Autopen" (Self Filler), the "Gravity Stylo Pen" and the "Commercial Fountain Pen"

Jewelers' Court, 51-53 Maiden Lane, NEW YORK



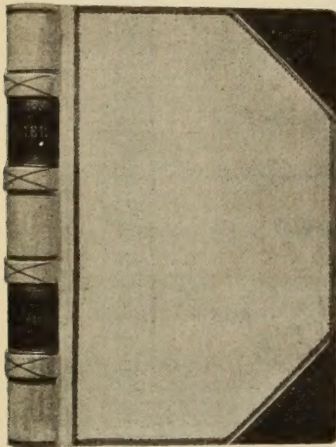
ACCOUNT BOOKS

HEADQUARTERS

for all descriptions, sizes and quality.

Stock Complete in Every Particular

After over half-a-century's experience we are determined to maintain the high standard arrived at.

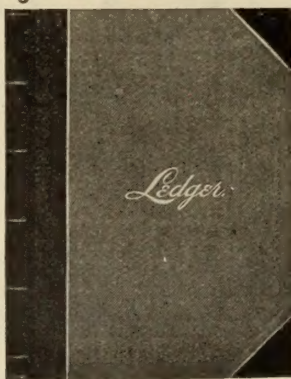
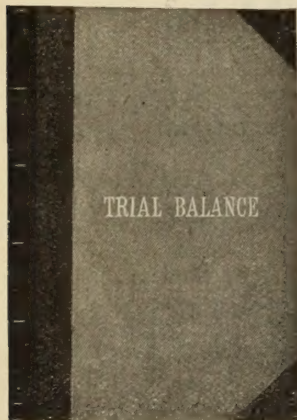


Special attention called to our

**New
Flat-opening
Short Demy
Ledgers,
New
Private
Ledgers,
etc.**

**Ledgers
Journals
Records
Dockets**

**Day Books
Cash Books
Minute Books
Invoice Books**



MEMORANDUM and Address Books

LOOSE LEAF Order and Memo Books

LOOSE LEAF Ledgers and Binders

Receipts, Drafts, Bill Books, Notes, etc.

BROWN BROS., LIMITED

Account Book Manufacturers and Stationers

51-53 Wellington St. W.

TORONTO

Every Man with a Fountain Pen

NEEDS THE

Klymax Klip



The Show Card sells it at sight

The only clip that gives entire satisfaction

One dozen on a card.

German Silver, 10 cents

Rolled Gold, 25 cents



Discount to the Trade on application.

Consolidated Safety Pin Co.

183 Farrand St.,

Bloomfield, N.J.



DAVID'S CELEBRATED INK

Unsurpassed for Quality and Value

Electro-Chemical

BLUE BLACK FOUNTAIN PEN CARMINE



Manufactured by
Thaddeus Davids Co.
New York. Established 1825

BROWN BROS.

Limited

Canadian Agents, Toronto

BOOKSELLER AND STATIONER



HEREAFTER, BUY YOUR FOUNTAIN PENS

DIRECT FROM THE MANUFACTURER

We are the largest manufacturers of
POPULAR PRICE FOUNTAIN PENS in the U.S.

Mail us a sample of your leading seller
and we will mail you our sample, a better
pen at a lower price. We will print your
name on pens free of charge.

WHOLESALE JOBBING TRADE

A SPECIALTY

Manufacturers of the cele-
brated "AUTOFIELD-
SAKLESS." A twist
of the fingers
fills it.



The Fountain
Pens made
by Nathaniel

Field owe their
popularity mainly
to the fact that **Honest**

Value is given to every
user. We make a special

line of high-grade pens for pre-
miums, also a large line of Ster-
ling Silver Filigree, Gold Mounts and
Band Pens.

WRITE FOR SAMPLES AND SPECIAL PRICES.
INQUIRIES SOLICITED.

NATHANIEL FIELD

Centre and Worth Streets, NEW YORK, U.S.A.



To Canadian Wholesale Stationers

Mr. A. Roy MacDougall, 42 Adelaide Street West, Toronto, Manufacturers' Agent, has just returned from England, where he has secured the exclusive Canadian agency for several very strong selling lines. These will be carried in conjunction with the representative American lines he has been carrying for the past three years. Mr. MacDougall is therefore able to offer the jobbing trade some very strong values in lines that have become popularized wherever shown.

READ THE FOLLOWING LIST

Xmas Cards, Post Cards, Pictures, Texts
Birn Brothers, London, England

Papeteries, Tablets, Notepapers, Envelopes
Lepard & Smiths. Ltd., London, England
Powers Paper Company, Holyoke, Mass.

Stationers' Sundries
George Wright & Co. London, England

Post Card Albums
Dow & Lester, London, Eng.; A. J. Holman & Co., Philadelphia, Pa.

Fountain Pens
D. W. Beaumel & Co., New York

Bibles
A. J. Holman & Co., Philadelphia, Pa.

Crepe Tissue, Paper Napkins
Pope Paper Co., Holyoke, Mass.

Desk Pads
I. Smigel, New York

Gum Labels, Pin Tickets, String Tags
Thomas Manufacturing Co., New York

Steel Arch Files
Spiro Mfg. Co., New York

Leather Handbags
Copeland & Mittenhal, New York

Leather Pocket Books
The Arms Mfg. Co., South Deerfield, Mass.

Leather Dressing Cases, Writing Cases, Jewel Cases

Rendall, Underwood & Co., Birmingham, Eng.

Leather Purses, Pocket Books
M. Connor & Co., London, Eng.

Mr. MacDougall and Mr. Westcott will carry the stationery lines and Mr. Geo. D. Scott will carry the leather goods

The Aftermath

specialties which have been depleted by the inroads of a large holiday trade. Try some of our lines, whose sterling quality and rare price inducements will commend them to you strongly. In Office Stationery and Supplies, School Supplies, Printers' Stock and Fancy Goods and Notions you will find it advantageous to deal with us. All our goods are specially designed to meet the wants of a critical trade. If you have that kind of custom let us help you out.

Our Mail Order Department is strong on prompt and careful shipments.

Smith, Davidson & Wright, Limited, ^{365 WATER STREET} VANCOUVER, B.C.

HIGGINS' PHOTO MOUNTER

(TRADE MARK)



NO adhesive on the market at the present time has proved of equal value or has a wider sale than HIGGINS' PHOTO MOUNTER. Its great popularity, not only among amateur and professional photographers, for whom it was originally made, but among business men and users of paste generally, has shown beyond all doubt that it has great intrinsic merit. It is not a flour or starch paste, but a vegetable glue—a product entirely new in the chemistry of adhesives. For mounting photographs, aristotypes, scrap pictures and engravings and for general use as a substitute for mucilage, it will be found most satisfactory. Be sure and stock HIGGINS' paste.

HIGGINS' AMERICAN DRAWING INKS

BLACKS AND COLORS

The Standard Liquid Drawing Inks of the World.

CHAS. M. HIGGINS & CO., Manufacturers

NEW YORK - CHICAGO - LONDON

Main Office and Factory, BROOKLYN, N.Y., U.S.A.

Quality Papers!

Your requirements no matter what they are, can be satisfactorily met by us, as we have the facilities for manufacturing lines which, for quality, cannot be equalled in the Dominion. Notice a few of our chief lines, sizes and weights given:

PROVINCIAL BOND

White and Tints

17 x 28—20, 24 and 28 lbs.
17 x 22—14, 16, 18, 20 and 24 lbs.
19 x 24—20 lbs.

PROVINCIAL BOND

Azure

17 x 28—28, 32 and 36 lbs.
21 x 32—56 lbs.
23 x 36—72 lbs.

COVER PAPER

SNOWFLAKE

In Blue, Red, Lilac and Wine

20 x 25—40 and 60 lbs.
22½ x 28½—50, 60 and 80 lbs.

ADELIA

Fine White Wave, Double Cap and Folio

and variety of other lines.

The Northern Mills Pulp and Paper Co.

278 St. Paul Street

MILLS:
St. Adele, Que.

MONTREAL

Your Fountain and Stylographic Pen Trade

We have a new, up-to-date plant, and thoroughly efficient staff of workmen, making nothing but fountain and stylo pens.

We can make you pens in any pattern or style, bearing your own imprint or trade mark,—pens that will do you credit and secure you permanent customers.

Send particulars of your requirements, enclosing \$2.50 to \$5.00 (or London references) for a sample assortment, and investigate our ability to furnish good articles at

Prices that will make your Fountain and Stylographic Pen Department Profitable

The Alliance Fountain Pen Co.,

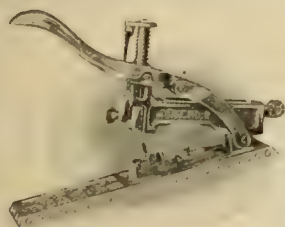
WIESBADEN WORKS,
STOKE NEWINGTON,
LONDON, ENGLAND.

NOW READY Ontario Copy Books

Authorized by the Minister of Education

PUBLISHED BY

E. H. Harcourt Co., Limited
255 Wellington St. W., Toronto



A Modern Device

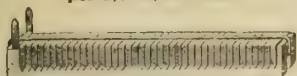
The Acme No. 2 Binder

This is a machine that drives a flat staple that holds. It penetrates the thickest and toughest paper and will not tear the thinnest. Easy and convenient to work and will not get out of order, because it is simply made.

The price is moderate and is one of the least inducements that will sell it to the busy office worker.

Ask your jobbing house about it.

Staples (No. 18) 5,000 in a box,
per 1,000, 30 cents



Acme Staple Company, Limited

500 North 12th St.

PHILADELPHIA, PA., U.S.A.

STATIONERS!
DO YOU STOCK
Reliance Inks?

We Guarantee
Our Goods

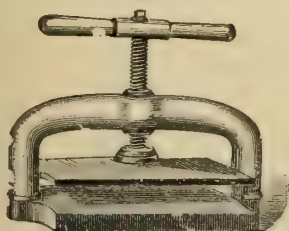
Made in Canada



THE RELIANCE INK CO., WINNIPEG, MAN.

Copying Presses In All Sizes

ALSO SCHOOL FURNITURE



The James Smart
Mfg Co., Limited

Brockville, Ont.,
and
Winnipeg, Man.

SEND FOR CATALOGUE

XMAS CARDS for 1909

Wm. Ritchie & Sons, Ltd., of
Edinburgh, Scotland, Publishers of the



Reliable Series

of

Christmas, Birth-day and Easter Cards and Picture Post Cards

beg to announce that their representative will be in Canada from February onwards with their

1909 Collection

Dealers desirous of inspecting this first-class collection are invited to send their business cards at once to

Wm. Ritchie & Sons, LTD.
Elder Street
Edinburgh, Scotland

Also at London, Manchester, Leeds and Glasgow

NEW "RIVAL" FOUNTAIN PENS—*Good Sellers*



The Gold in a New Rival nib is never less than 14K. They have Hard Rubber Holders of the best shape and finest finish, containing an ink Reservoir. The New Rival has a special feeding device consisting of two ink ducts which draw ink from the reservoir to the pen with unfailing regularity and reliability. Fine, Medium and Coarse Points to suit the fancy of all kinds of people. Plain and Ornamented Holders - every pen guaranteed.

Write to-day for Catalog and Price List.

D. W. BEAUMEL & CO.
35 Ann St., New York City, U.S.A.

Represented
in Canada by



The New Rival CLIP CAP
is the safest clip made.

A. ROY MACDOUGALL
42 Adelaide St. West, Toronto, Ont.

Absolutely New!



Carter's Glue Pencil

An instant success wherever an adhesive is used. Prevents cockling and drawing and

Mounts Prints Flat

Carter's Glue is the strongest adhesive known and in Carter's Glue Pencil is
Best for Mending Things

THE CARTER'S INK COMPANY

BOSTON

NEW YORK

CHICAGO

MONTREAL

MANUFACTURERS!

An exhibit at the coming Chicago Show would place your goods before the entire business community. If you have an office or business appliance that is worth while let them all see it. Thousands of buyers will be here. Part of their orders are yours if you are on the spot to take them.

DEALERS AND BUSINESS MEN!

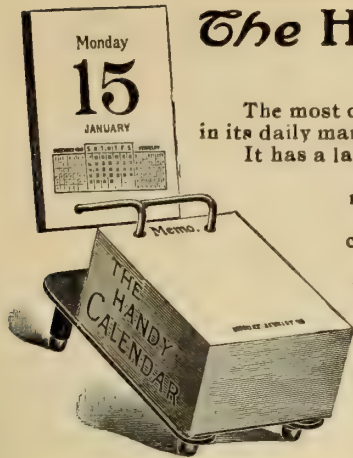
A visit to the Chicago Business Show will be a liberal education. You'll learn more in a few days here than you could in a year by looking at pictures.

The **Chicago Business Show** will open February 27th at the Coliseum and close March 6th, 1909.

For further particulars address

NATIONAL TRADE SHOW CO.

Hartford Building, - CHICAGO



The Handy Memorandum Desk Calendar

HELPS YOU TO REMEMBER THINGS

The most complete and practical memorandum pad ever offered to the trade. It is handy because in its daily manipulation all the user has to do is to turn over a new leaf.

It has a larger surface for memorandums than any other calendar.

There is no tearing off the leaf with memorandum on and throwing it away, but memorandums made in January can be preserved until December.

On the main calendar page is the day of the week and day of the month, flanked by calendars of the preceding and succeeding months.

It is mounted on a neat nickel-plated stand, with rubbers on feet to prevent scratching the desk.

Size of sheet. 3x4 inches

A. A. WEEKS MFG. CO.

Manufacturers of Stationers' Hardware and Glass Inkstands
Calendars and Novelties

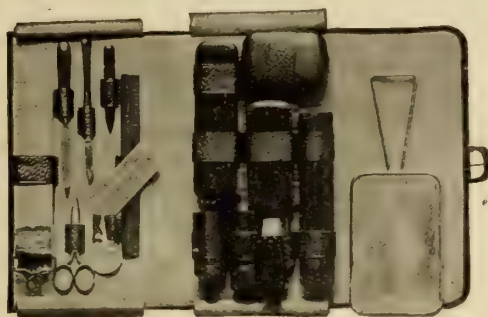
354 Broadway : : : Bet Leonard and Franklin Streets : : : NEW YORK

C. F. RUMPP & SONS

MANUFACTURERS AND EXPORTERS OF



Fine Leather Goods



DRESSING CASE

Writing Cases, Pocket Books, Hand Bags,
Music Rolls, Cigar Cases,
Photo Frames, etc.

Philadelphia, Pa., U.S.A.

New York Salesrooms, 683 and 685 Broadway

"Sports" Playing Cards

The Best
Value
in the
Market

One
of
Many
Varieties



LACROSSE DESIGN

Leaders in
a second
grade —
Good
Luck
and
St.
Lawrence

Special card for whist players Colonial Whist
We are headquarters for Playing Cards— Made
in Canada—Style and finish equal
to Imported Cards.

Advertising Cards of all sorts, Novel designs
Coated Litho. and Book Papers

FOR SAMPLES AND PRICES APPLY

**CONSOLIDATED LITHOGRAPHING AND MANU-
FACTURING CO., LIMITED**

Successors to The Union Card and Paper Company, Montreal

Western Booksellers and Stationers

Our stock of Books, Stationery and Printers'
Supplies is large and well assorted. We can
ship promptly. Save time by ordering from us.

Clark Bros. & Co., Limited, Winnipeg, Man.

WHOLESALE STATIONERS

The Copp, Clark Co., Limited

Publishers, Booksellers, Lithographers and Manufacturing Stationers.

Toronto, January 6th, 1909.

Mr. Stationer.

Dear Sir:—One of our representatives will shortly have the pleasure of waiting upon you with our complete lines of Stationery and we trust you will reserve your orders until he calls. Should you feel, however, that, after your conservative business of last year, it is imperative that you should at once fill up your depleted shelves, are not most of our stationery lines elaborately described in the catalogue recently sent you? We assure you that our order clerks will give your mail orders prompt attention.

Our travellers have on this journey many special lines to show you, which, if attractively displayed, will draw many an elusive shilling to your coffers.

Will you pardon our drawing your attention to the splendid combination of Hill's Easter Cards and Newcombe's Easter Novelties, the former known throughout the British Empire, the United States and Canada as the only line of cards typifying Easter in its true Church sense? Why buy foreign trash when you can secure the correct thing in British goods? Again Newcombe has, in his collection of novelties, probably gathered together the greatest line of Easter goods to be seen this year. They are furnished with Forest Craft Guild Decorations (the latest fad).

Easter Post Cards in great profusion and at all prices. Valentines and Valentine Post Cards. Our new catalogue describes these.

Cut Up Picture Puzzles are now the society rage on the other side of the line, there the leading booksellers and jewellers are handling these picture puzzles retailing as high as \$20.00 each, and one New York jeweller is about to make a set out of solid silver. The writer suggested to him that he should call it "The Cobalt." Our line will start as low as 10cts., and will be ready in about two weeks. Wait for it.

BOOKSELLER AND STATIONER

Our Irish Linen Pad has for nearly twenty years been a standard pad, and has been recognized as such by the buyers of high grade stationery throughout Canada. You may find other makers attempting to sell inferior grades of paper under the same or similar names, but we trust that you will not be deceived by any such attempts. The Copp, Clark Irish Linen Pad enjoys an honestly earned reputation, each sheet bears the water mark C. C. C. Irish Linen, so that you may point your customer to this as a sufficient guarantee of quality.

We would also draw your attention to the "Archive" File. It may well be called "A file fit for the Gods" as it is as handsome as Apollo, as strong as Hercules and as swift as Valkyries. It is prepared with a special index, red in color, which will be a great help when filing letters, as the ordinary manilla index sometimes used can scarcely be distinguished from the color of the letter on the file, whereas the red will stand out very distinctly against the pure white of the letters. There are other advantageous points about this file and our travelling representatives will be glad to explain to you each new and distinct feature. Ask them to show you the "Archive."

Wishing you All the Compliments of the Season, and hoping that 1909 may be the best year's business you have yet enjoyed, we remain,

Yours very truly,

THE COPP, CLARK CO., LIMITED

We meet ALL requirements for

CRAYONS

This applies to Quality, Quantity, Variety
and Price.

Aseptic, Hygienic and Economic.

THE STANDARD CRAYON MFG. CO.

DANVERS, MASS.

PEERLESS

OUR CARBON PAPERS and TYPE-
WRITER RIBBONS Sell Themselves.

We advise Canadian Firms to handle them.

Write for catalogue describing
goods of our manufacture.

Peerless Carbon and Ribbon Mfg. Co., Ltd.

Factory, 176-178 Richmond Street West - Toronto

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Winsor & Newton's Oil Colors

" " Water Colors
" " Canvas
" " Papers
" " Brushes
" " Boxes

All kinds of goods for artists: Crayons, Oils, Mediums, Easels, Studies, &c

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A. Ramsay & Son Co.,

MONTREAL

Agents for: WINSOR & NEWTON, London

A Money Maker

The

"Wellington"
Photo Specialties

"The World's Standard"



They will pay you handsome profits.

Carry them as a side line.

For Price Lists and Trade Literature write

Ward & Co.,

13 St. John St.,

Montreal, P. Q.

British America Assurance Company

A. D. 1833

FIRE & MARINE

Head Office, Toronto

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CAPITAL - - - - - \$1,400,000.00
ASSETS - - - - - 2,162,753.85
LOSSES PAID SINCE ORGANIZATION, 29,833,820.96

WESTERN Incorporated
1851
ASSURANCE
... **COMPANY.**

FIRE
AND
MARINE

HEAD OFFICE—TORONTO, ONT.

Assets over - - - \$3,570,000
Income for 1906, over 3,609,000

HON. GEO. A. COX, President,

W. R. BROCK, Vice President

W. B. MEIKLE, General Manager

C. C. FOSTER, Secretary

\$100⁰⁰ HAND POWER ELEVATOR

F.O.B. WORKS, HAMILTON. LOAD 1500 LBS., CAR 5 FT. X 6 FT.

MONTREAL | OTTAWA | WINNIPEG | VANCOUVER
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OTIS-FENSOM ELEVATOR COMPANY, Limited

HEAD OFFICE, - TORONTO, ONTARIO

THE METROPOLITAN BANK

Capital Paid Up - - \$1,000,000.00

Reserve Fund and
Undivided Profits - - \$1,277,404.49

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Solicit
Your
Account.

GENERAL BANKING BUSINESS

Drafts bought and sold
Letters of Credit issued,
Collections promptly attended to.

SAVINGS DEPARTMENT

open at all branches.
Interest allowed on all deposits
of one dollar and upwards.

PAYSON'S INDELIBLE INK



Trade supplied by all Leading Wholesale Drug Houses in the Dominion.

Received Highest Award Medal and Diploma at Centennial, Philadelphia, 1876; World's Fair, Chicago, 1893, and Province of Quebec Exposition, Montreal, 1897.

Standard Commercial Works

Matte's Interest Tables

At 4, 5, 6, 7, 8, 9 and 10 per cent. per annum by NAPOLÉON MATTE, 5th Edition. Price, \$3.00.

Matte's Three Per Cent. Interest Tables

By the same author. On fine heavy paper and strongly bound. Price, \$3.00.

Hughes' Interest Tables and Book of Days Combined

At 3, 3½, 4, 5, 5½, 6, 7 and 8 per cent. per annum. By CHARLES M. C. HUGHES. Price, \$5.00.

Hughes' Supplementary Interest Tables

Comprising a Special Interest Table for daily balances showing interest for one thousand days on any amount, rates from ¼ per cent. to 3½ per cent., inclusive. Also a table showing interest for one thousand days at 5 per cent., by means of which (in connection with Comparative Tables, interest for one thousand days can be obtained at any rate from ¼ per cent. to 10 per cent., inclusive, and COMPARATIVE INTEREST TABLES for obtaining interest on any rate from ¼ per cent. to 10 per cent., inclusive, on the basis of 365 days to the year in ¼ per cent. rates. By CHARLES M. C. HUGHES. Price, \$2.00.

Hughes' Interest Tables

At 6 and 7 per cent., per annum (on the basis of 365 days to the year, for one, two, three and four months and days of grace, for use in Discounting and Renewing Promissory Notes. By CHARLES M. C. HUGHES (on folded card, 14½x9½), strongly bound. Price, \$1.00.

Hughes' Savings Bank Interest Tables

At 2½, 3 or 3½ per cent. (each on separate card), on the basis of one month, being 1-12 part of a year. By CHARLES M. C. HUGHES. Price, \$1.00.

Buchan's Sterling Exchange Tables

Converting sterling into Canadian currency, and vice versa, advancing by 8ths and 16ths, with other useful tables. By EWING BUCHAN. Second edition. Price \$4.00.

Buchan's Sterling Equivalents and Exchange Tables

Showing the relative value, according to the rate of discount in London, in Canadian and New York systems of quotations, of bills of exchange drawn at any rate, of having any number of days to run, etc., etc. By EWING BUCHAN. Price, \$4.00.

Buchan's Par of Exchange (Canadian)

Giving sterling into dollars and cents and vice versa, from £1 upwards, also sterling equivalents, Canada into New York and vice versa. By EWING BUCHAN. Price in sheets, each, 20c.; mounted (on boards), each, 35c.

Import Costs

Showing "laid-down costs" from one-eighth of a penny to one thousand pounds, with advance on sterling costs from five per cent. to fifty per cent. calculated at the Canadian par of Exchange, advancing by two-and-a-half per cent. rates. A separate table for each rate. By H. S. MARTIN. Price, \$1.50. Full bound leather—limp. New.

The Importers' Guide

A hand-book of advances of sterling costs in decimal currency from one penny to 1,000 pounds, with a FLANNEL TABLE, from 20 to 100 shillings per piece of 46 yards. By R. CAMPBELL and J. W. LITTLE. Leather, 75c.

The Canadian Customs Tariff

Revised to date, containing lists of warehousing ports in the Dominion, the Franco-Canadian treaty, extracts of Canadian Customs Act, Sterling Exchange, France, German Rixmark, at Canadian Customs values, also a table of the value of francs in English money, Harbor Dues, etc., etc. F. Cap. 8vo, cloth. Price, 50c.

MORTON, PHILLIPS & CO.,
PUBLISHERS

115 and 117 Notre Dame St., West, MONTREAL

The BROWN BROS., Ltd., Toronto, carry a full line of our publications.

THAT "JIGSAW" PUZZLE THE LATEST SOCIETY FAD Ullman's "SOCIETY" PICTURE PUZZLE



Dealers, Attention!

The "JIG SAW" Puzzle Craze is a Fact
THEREFORE

For you to know that we publish our own pictures, and that we have hundreds of the most popular copyrighted subjects on the market, and that we have operated for more than 20 years the most complete Art Woodworking Plant in the Country, with skilled labor in every department, should induce you to consider our claims

WHICH ARE

Lowest Prices—Best Subjects—Finest Workmanship

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March 10

Bookseller & Stationer

Montreal Toronto Winnipeg

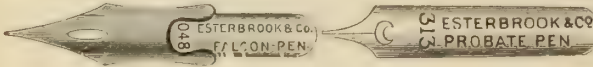
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*The Standard Brand in United States for
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They are known all over the world as the
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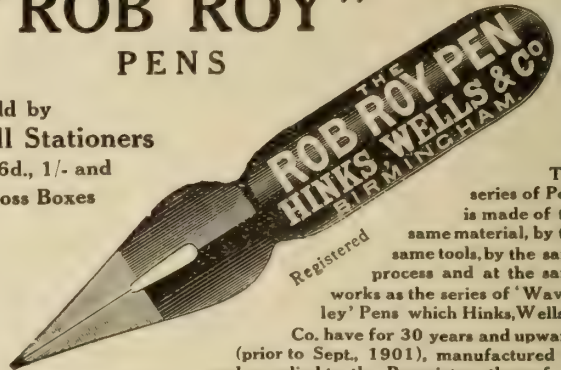
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is made of the
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Waterman's
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Well divided among the various sizes and styles, and with all kinds of pen points for which you have regular calls. A good show-case display is the way to get the large sales from our advertising.

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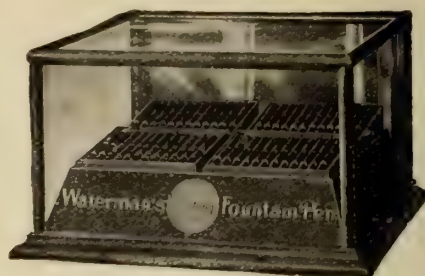
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That sells for \$156.00

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BRANCHES—LONDON. PARIS. NEW YORK

Bookseller and Stationer

and Canadian Newsdealer

A monthly journal devoted to the interests
of the Bookselling and Stationery Trades

Subscription: One Dollar a Year
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Vol. XXV.

TORONTO, CANADA, JANUARY, 1909.

No. 1.

A PROTEST FROM OTTAWA — Two Toronto Publishing Houses are Criticized by Geo. F. Abbott for Advertising for Direct Business.

Ottawa, Dec. 31.—The appearance in the Ottawa newspapers during December of advertisements of Toronto wholesale book houses aroused some ill-feeling among local booksellers, who hold that these publishers should not enter into competition with the retail man after their traveler has sold him a goodly supply of different publications. It is a point which may possibly be questioned, but the publisher should consider the retailer and endeavor as far as possible to promote a demand for the books which he sells, rather than inviting direct trade with the source of supply.

Mr. Abbott's Letter.

In connection with the foregoing, the following letter has been handed your correspondent for publication, and it fully explains the feelings and wishes of the bookseller:—

Editor Bookseller and Stationer:

I think it is about time the attention of the retail trade was brought forcibly to the practice of certain Toronto publishers, of encroaching upon the retail business by soliciting mail orders direct at this season of the year. I have before me now advertisements which appeared in the Ottawa papers during this month, from two Toronto publishers, neither of which make any mention that the books may be procured from local stores, the bookseller being completely ignored.

The booksellers of Ottawa have a fair stock, in fact a heavy stock, representing all books mentioned in these ads., and not only that, we all have liabilities owing to these houses due on January 4th (for next year some of us will know better), which we are expected to meet at maturity, and in spite of this they enter into competition against us.

One of these houses goes directly after the retail trade and advertises in the local papers, "For the best books write —," mentioning themselves. "We have all the leading books of the year, etc." Now this same house sends a representative along soliciting orders for importation and later in the year loads us all up as much as they can with their fall fiction. When they have sold us all they possibly can they then go to work at the only season of the year in which the bookseller has a chance to make a little money and take the bite right out of his mouth by soliciting direct. There is no other business that would stand such a state of affairs for

a minute. Imagine Horrocks, the great cotton firm, advertising they would sell a dollar's worth of their cotton direct to a consumer. What a howl the dry goods people would kick up and those who have thousands of dollars invested in their stocks.

It is a fact that a good many orders do go direct to them, they, of course, pocketing the profit which rightly belongs to the bookseller.

There is in Toronto a branch of a good old London house which does the square thing towards the bookseller and for which they deserve the greatest credit. When retail orders reach them from outside they deliver through the local bookseller and allow him, by sending a credit note, the profit which the customer had sent direct, and this is the proper way to treat a matter of this kind if the publisher wished to have money invested in his stock by the booksellers of Canada.

I would like other members of the trade to take this matter up, and to let the publisher know if he wants the retail business he is welcome to all he can get, but that if he does he must not expect to look for any support from the bookseller.

GEO. F. ABBOTT,

Mgr. Jas. Ogilvy, Ottawa.

It will prove interesting to hear from other sources upon the above question.

Christmas Trade.

The booksellers and stationers of the Capital enjoyed a brisk Christmas trade and the general opinion is that this year there have been more books bought than on any previous Christmas. The stores themselves may have influenced the increased demand for books by their advertisements which allotted about seventy-five per cent. of the space to books and the appropriateness of such gifts.

Again this year there was a heavy demand for Christmas cards, far in excess of last year, but the calendar trade fell short of previous records.

The circulation of books for November in the public library was 18,340, against 13,096 in same month last year. The reading of books of non-fiction increased from 3,327 to 5,711. In the different branches of non-fiction the circulation of history and books of travel was nearly doubled; literature increased from 784 to 1,820, and the useful arts, fine arts, and biography gained from 70 to 80 per cent.

One of the most popular sellers this month has been "Sowing Seeds in Danny." Van Dyke's "Out of Doors in the Holy Land" proved a popular Christmas gift book.—G.E.M.H.

TRADE CONDITIONS IN CANADA—A Retrospect of the Past Year—Views of Wholesalers and Representative Retailers—General Opinion is that 1909 will be a Splendid Year—Stocks are Low.

That 1908 was a dull year in the book and stationery business, that buying throughout the year was light, that the unexpected rush of Christmas trade cleared out stocks and that the trade are entering upon 1909 with depleted stocks and in an optimistic frame of mind, expresses in brief form the present state of affairs.

The general consensus of opinion seems to be that 1909 will be a good year. The tone is decidedly better than in January, 1908. Early orders are excellent, denoting a shortage of many lines in retail stores, which must be made up at once.

One excellent feature of last year's business was the way in which the trade weathered the time of depression. This indicates the strength and staying power of the men in the business. Failures were few and paper was remarkably well met.

RETAILERS.

R. Duncan & Co., Hamilton.

Business during the past season has been most satisfactory and has exceeded our expectations, more especially in the staple lines. Our prospects for 1909 are very bright and we look forward to a large increase.

John F. Sifton, London.

Fall and Christmas trade of 1908 was up to 1907 in the retail line. The jobbing business was not quite up to the mark. Everything points to a good trade in all lines when spring opens up.

C. L. Nelles, Guelph.

Business for 1908 has turned out very satisfactory, although the money was not as freely spent as I should like to have seen it. Christmas trade called for good editions of all books and the sale of them was better than last year. Canadian writers had first choice to a wonderful extent and for next December I intend to specialize on good lines of Canadian poets. 1909 trade has opened up well and I look for more improvement.

B. C. Fairfield & Son, St. Catharines.

Christmas business was good. Prospects for 1909 indicate better conditions.

W. K. Ireland & Co., Owen Sound.

In spite of the financial depression, trade has been good. It held its own here, and, local option having been retained, trade conditions will be better. Up to time of writing this year trade has never been better. Give us a fair square deal with the school books and all will be well.

Cloke & Son, Hamilton.

December business was good, with more customers than ever. Expensive goods, however, were not in demand as much as usual, and high-priced calendars were not wanted. Considering the industrial situation in this city, we think trade was very satisfactory. For 1909 we don't expect any great improvement until the fall, and not then unless our factories and other industries get going again.

G. W. Sulman, Chatham.

Business was good with a better class of goods selling. Books were particularly good. Prospects for 1909 in Chatham and vicinity are fair, depending to a great extent on the manufacturing establishments.

A. A. Perry & Co., Welland.

During summer and fall business was very dull, but December business far exceeded our most sanguine expectations, being several hundred dollars better than last year. In 1909 we look forward to a good trade. All indications point that way.

C. B. Scantlebury, Belleville.

Trade was not up to the average in fancy goods, but the book trade was exceptionally good, both in cheap lines and copyrights, as well as in fine editions and church books. Trade on the whole was late and not overly enthusiastic.

A. H. Jarvis, Ottawa.

Trade for the past year has been pretty much on a par with past years, with the ordinary improvement due to the ordinary increase of business. The demand for books, taking the place of Christmas cards, has greatly increased. Nice editions of standard books have been in demand and the best class of new fiction seems to be wanted, not the baser sort.

James L. Sutherland, Brantford.

Our business for the past season has been most satisfactory, beginning early in December and keeping up steadily until 10.30 p.m. Christmas Eve. People bought freely and we did not have any trouble selling goods. The volume was fully as great as the previous year. Prospects for next year are good.

G. O. Maddock, Tillsonburg.

Re trade for the past year—very satisfactory. Holiday trade was exceptionally good. Prospects for 1909 were never better, and it should be a record year.

W. J. F. Mallagh, London.

Being our first year here we cannot make comparisons. Only we would say that we are satisfied and things look decidedly hopeful for 1909.

Williamson & Son, Port Hope.

Business during the holiday season was considerably better than a year ago. The book business showed quite an advance, but fancy goods were very little in demand.

Wm. Tyrrell & Co., Toronto.

We found the first part of last previous year, and each month we were keeping up to former records. Sometimes we went considerably behind and succeeding months slightly ahead, but we are inclined to think we averaged less than the year before up to the end of October. From that time on there was a marked improvement and the Christmas season has been extremely gratifying. We are of the opinion that 1909 ought to be better than 1908, but we are

not sure that general conditions warrant us in expecting any very great improvement over last year.

E. M. Renouf, Montreal.

Mr. Ross, manager, said: "We can't complain, business has been very good with us, both here and in our branch at Quebec. I think the Queen's photograph book cut in on the calendar trade a little, as it sold at about the price of a good calendar."

C. Watkin Etches, Montreal.

Business has increased during the year and I look for a continuation of this condition.

Scroggie & Co., Montreal.

Mr. Mountford, manager of book and stationery department, states: "We have had an exceptionally good Christmas trade, and prospects for the future were never brighter."

F. E. Grafton, Montreal.

Our Christmas trade has been wonderfully good, and I think the prospects for the future are very favorable. Travelers report better feeling in the country.

Foster Brown, Montreal.

We could see no indication of the so-called hard times in our business and so far as I can see the prospects are all right.

F. E. Phelan, Montreal.

We did an unusually good business during the Christmas season, and, in fact, the entire year was a record-breaker. I think the country is turned towards prosperity and dealers can lay in good stocks with absolute safety.

Thos. Wheatley, Sarnia.

While trade this year was not as brisk as at previous holiday seasons, our expectations were more than realized and we have no reason to complain. The book trade was especially good and we cannot overlook the business brought us by Knowles' "Web of Time."

J. J. Taylor, Sault Ste. Marie.

Business was considerably slower during the past season. During the holiday trade we found that the less expensive lines were patronized. We have very bright prospects here for a boom year, as we have just heard very encouraging news to the effect that the Lake Superior Corporation is about to enter upon extensions that will mean great things to this place.

M. G. Hay, St. Thomas.

December or Christmas trade with us was up to and beyond expectations. Books of all kinds, high-class boxed papers, leather goods and pictures sold well. (We do not go in for fancy goods). Prospects for the future look good to us.

A. Goodeve, Woodstock.

We found business at Christmas very good and are in hopes from present appearances that trade will be better after this.

A. H. Stratton & Co., Peterboro.

The Christmas season, considering it from every standpoint, has been most satisfactory to the stationer and bookseller. Fancy goods in the medium lines were largely demanded and a brisk business was the result. A large variety was offered the public and the sale was equal to

that of 1908. Fancy boxes of envelopes and writing paper proved rapid sellers and were one of the best lines this season. Summing up the fancy goods trade and stationery, it compared splendidly with last year, especially in the medium priced articles. The higher priced goods were "stickers." The sale of books was well up to the mark. The new copyright editions were rapidly disposed of. The price was cut considerably and this attraction developed a large sale. Gift books proved a satisfactory investment and an extensive demand was experienced. Christmas post cards were "goers," and with booklets had a record sale. Calendars were disappointing, the demand and sale being below expectation.

MANUFACTURERS AND WHOLESALERS.

Warwick Bros. & Rutter.

Mail order business since Christmas has been the best we have ever had. Apparently stocks in the country are greatly reduced and are now down to a working basis. 1907 was an abnormal year, it must be remembered. 1908 fell off. But people were careful and failures and bad payments were less than anticipated. The trade sat tight and didn't feel the stringency the same as in the States.

Charles L. Burton, Fancy Goods Co., of Canada.

Trade conditions were rather quiet with us last year. The first half of the year was good; after that there was a noticeable slackening off. While over in Europe last fall I found that the situation there was very bad. Transactions were quiet in all lines of business. I don't think the near future holds out any prophecy of better things to come. Until the tall chimneys start to smoke again and the factories take back their hands conditions must necessarily remain inactive.

E. H. Harcourt, E. H. Harcourt Co.

As far as we were concerned, we did more business last year than the year before. The last few months were exceptionally good. From about the middle of the year there was an improvement in tone, especially in the Northwest. So far this year, all the people we have heard from report good business, which will continue to improve. There is no doubt about the improvement.

George Clark, Valentine & Sons' Pub. Co.

We have done an excellent trade during the year, and at the present moment have more orders in hand than ever before at this time of the year.

A. Goodman, Raphael Tuck & Sons Co.

We have no complaint to make. The year has been an exceptionally good one. We are bringing out many new lines, the coming year, and with them we hope to do a good year's business.

H. H. Edmison, Sutcliffe-Edmison Co.

Business was very fair with us last year, and we can't find any reason to grumble. It was on the whole just as large in volume as any previous year. Collections were fair. From present indications I believe that business will be decidedly brisk during the coming spring.

J. B. Gundy, Oxford University Press.

We missed very much the Northwest business last year. The previous year everybody bought large stocks and last spring all took fright and didn't know what was going to happen, consequently the trade underbought. When fall came dealers were largely under-

BOOKSELLER AND STATIONER

stocked, and as business picked up remarkably, beginning about November 15, stocks were soon cleared out. Our mail orders just before Christmas were never so good before. We have had letters from customers expressing the greatest satisfaction with Christmas trade. I believe stocks are so far reduced that our customers will be glad to see the travelers when they visit them this season.

W. P. Gundy, W. J. Gage & Co.

"First rate, first rate," said W. P. Gundy, of W. J. Gage & Co., when asked how conditions had been with his firm during the past year. "It's true that during the first few months things were rather quiet. But they soon livened up and November and December were specially good. Collections on the whole averaged up well. Renewals naturally were more frequent than in former years, but those who showed any desire whatever to meet their obligations were taken care of.



We look forward to doing a really brisk business during the coming year, as dealers all over the country have allowed their stocks to run very low, and the return of prosperity will cause them to replenish with larger orders. Our travelers report good prospects, particularly in the West, and there is every indication that there will be an increased business done in every line of trade," concluded Mr. Gundy.

Richard Brown, Brown Bros., Limited.

Last year's trade was certainly not as good as in previous years in total volume of business received. The first few months of the year were rather quiet, owing mainly to the fact that dealers had sufficient stocks on hand at the time of the slump with which to fill demands for some time ahead. However, things began to pick up a little after that and during the fall business was steady if not brisk. We found collections good. With very few exceptions we had no trouble at all in getting payments. I would judge from present indications that we are likely to have a good spring business, though no one can speak with surety.



H. L. Thompson, President the Copp, Clark Co., Limited.

Our general trade during the past year showed a slight decrease that was noticed in every branch of the business, not only in the manufacturing departments, but also in the various imported lines. If any exception could be taken to this general statement, it would apply, perhaps to the Eastern sections of the Dominion, where trade conditions were rather better than we expected. This state of trade was maintained practically throughout the year. Just before Christmas, however, we noticed a decided improvement in the tone of letters from our various customers, and mail orders showed a general improvement. The year 1909 opens with every indication of a more satisfactory state of affairs. There are still some places throughout the country from which no word of improvement has yet been heard. These are in the main



manufacturing points where special reasons still cause a depression, but at the end of 1908 a general report from our traveling staff may be summed up in the statement that customers had bought cautiously throughout the year, and that the late fall sales were better than they expected. The improved outlook will be more readily understood when we consider that during the early part of 1907 the retail trade bought heavily with the expectation of a good fall business, then came the sudden depression leaving large stocks on the hands of the trade. Now it would look as if the conditions are reversed, light stocks, and a hopeful outlook, what two better conditions can be wanted to insure a good wholesale trade during this present year.

If you will pardon a personal allusion to your paper, The Bookseller and Stationer, I may say that for some years I have felt that it has been giving special and generous attention to the wants of the retail men throughout the country and doing all in its power to conserve their interests. Such work must have a beneficial effect. Anything that will act as a medium through which the men in one town can see what others are doing and so take advantage of their experience is bound to be helpful, and The Bookseller and Stationer is doing this.

J. S. M. Ridley, John Underwood & Co.

While last year's business on the whole was not so good as in previous years, still results were very satisfactory, and we have nothing to complain of. The biggest year's business we ever had was done in 1907. We only lost one account last year, and that was not due to any fault of ours. We got the best advice obtainable, but though given in good faith it did not save us from the small loss which resulted due to the failure of the firm. You see we never discount paper, and that reduces our chances of loss very considerably. Though our general business did not average up as high as usual last year, yet our trade in carbon paper and ribbons increased to a large extent, and January orders give every indication of larger business for the new year.



PUBLISHERS.

Frank Wise, Macmillan Co.

Our business shows about twenty per cent. increase for the year and for December over twenty-five per cent. On the whole, collections are good, a little slow, perhaps, in some quarters. It has been a good fiction year, and our school book sales have increased very much. This year we are going to travel the whole West of Canada ourselves, probably making two trips.

J. E. Robertson, Westminster Co.

Business was dull, but took a turn about December 1, and December trade was as large as ever. It looks to me like a good year ahead of us. A good many people coming in from all parts of Canada speak most hopefully of prospects and there is every indication of a good year ahead of us.

Henry Button, Cassel & Co.

We found that in two months of the second half of the year, we did as much business as in the first twelve months we were here. We believe that had the trade realized a little sooner that things would brighten up, our figures would have been even more satisfactory. We

Trade Conditions in Canada.

didn't overstock ourselves and so were undersold in the busy season. We had sold out of Chums about ten days before Christmas, despite the fact that we had cabled for 500 copies in excess of our original order. Judging from the reports of the visiting trade, 1909 will be a "corker."

E. S. Walker, Methodist Book Room.

Business for the first six months of 1908 was somewhat duller than the previous year. Up to September there was a slight improvement, but not as great as we had hoped for. The year finished strong, however—a garrison finish—bringing us up even for the year. December was the banner month. Our strong fiction list was the means of assisting us. The outlook is better at the present time than it was a year ago. The way paper has been met indicates a healthy condition.

J. H. Charles, Musson Book Co.

We really did not anticipate any increase in our business last year, but in reality we find that our returns were from 15 to 20 per cent. in excess of the proceeding year. Payments in the West, with but few exceptions, were much better than last year. Both in Ontario and the East they were quite as good. Judging from the telegraph order received since Christmas, stocks are now in a depleted condition, which should mean good trade this season. The financial condition is much better now and prospects are better still.

Thomas Allen, McLeod and Allen.

With our increased lines we were able to do as well last year as the year before. So far as our own publications were concerned, we were a little ahead, which was very gratifying as all business was more or less affected by the hard times. Prospects for this year look bright to me.

BOUNCE! An analogy which will inspire and give courage to the defeated salesman—Reproduced from Macey's Monthly, by courtesy of the Macey Co.

"Jones was tired of strife—he had not one chance in a hundred of getting that order. He was on his way to make one more try before the final disposition of a large order, but he soliloquized: 'What's the use? I talked an arm off him yesterday, and he knocked about every detail. I'm stung!'"

As he turned the corner, he could not help noticing a gang of boys who were bouncing a large rubber ball. He stopped and watched their antics. He noticed that the harder the ball was thrown down the higher it bounded into the air, and as he stood there the thought flashed through his mind that he had been thrown down by a grouchy customer and landed like a lump of putty. He had felt it and was not fit for work that morning simply because he had no bounce in him. The lesson of the rubber ball made such an impression that he gathered himself together and determined that he would "get that order or bust." Already he was bounding up like the rubber ball.

A glance at his watch sent him on his way, and the springy step and energetic air indicated "bounce."

He found his man and plunged enthusiastically into his subject. His arguments and manner were convincing and he secured the order, leaving the customer in a satisfied and happy frame of mind.

"Bounce!" That's what you want. Whenever some discouraging circumstance throws you down into the depths of despair, bound up higher and stronger than ever with the determination to make a stronger effort next time."

MONTREAL TRADE—Christmas Business Generally Satisfactory—Some of the Features of the Trade—A Visitor from Mexico—Books That Sell.

Montreal, Jan. 11.—Dealers generally throughout the city have done a gratifying trade during the holidays. There are few exceptions of this, but fortunately not many. In discussing the situation with one of the prominent dealers in the city he stated that many people did not feel as though they could give a present of very great value, consequently many looked upon the illustrated calendar or Christmas card as a satisfactory means of getting out of their dilemma.

In current fiction there was no real Christmas book published, but there was a good sale for many of the recent publications. Some of the larger stores report a very good sale of "Paths of the Righteous," by Miss Dougall, of this city. The book, in addition to being a work of merit, also possesses a local flavor on account of the authoress being a Montreal lady. Gift books had an unusually good sale.

The Delmar Music Co. are publishing a new song this month, entitled "O Canada," the words of which are by Mr. Recorder Weir.

Valentine Sons Pub. Co. are opening a branch house in Winnipeg to be able to better deal with their increasing Western business. This firm are also opening a branch in Atlanta, Georgia. Here, as in the West, their business has increased in such proportions as to warrant this course.

E. M. Renouf, St. Catherine Street, is advertising a big sale, to start Saturday, the 9th. This is the usual January sale which this firm runs.

Considerable controversy has been occasioned by the proposal to hold a winter carnival in Montreal. Many opinions have been aired in the daily press concerning it. The chief objection to the scheme is the fact that Canada will be advertised as a land of ice and snow, and that it was for this reason that the carnivals as held many years ago, were discontinued. The ice palace feature seems to be the specially obnoxious portion of the programme to those who are opposing it. On the other hand, the promoters believe that a better appreciation of the exact conditions existing here are held in other countries, and that a carnival of winter sports with an ice palace would not militate against the progress of the Dominion. There is no doubt but what the tradesmen of the city would benefit largely from the influx of visitors to the city. This perhaps is especially true of the stationers, booksellers, novelties, photographic view and souvenir houses. The railways are opposing the scheme most strenuously.

William McClellan, of Mexico City, has been spending a few days in the city visiting friends and relatives. Mr. McClellan, who is a Canadian by birth, has not visited Canada during the winter time for 22 years, although he has returned to his native land many times during the summer months. During these years he has been engaged in the bookselling and stationery business in the West Indies and subsequently Mexico. Mr. McClellan is enthusiastic regarding the prospects in his adopted country, where, he states, there are many opportunities for good live business men. He said the government was a particularly good one and investments were consequently safe there.

Chapmans are selling "A Remittance Man's Letters to His Mother." This is an amusing and cleverly written book which is proving a good seller. Its author, Mr. Jarvis, is an Ottawa man.

THE PICTURE PUZZLE CRAZE---It Invades Canada, though only to a Limited Extent as Yet—Wholesale Fancy Goods Houses Slow in Taking it Up—Department Stores in the Cities Reap Rich Harvest

In polite society bridge has been to a great extent superseded by the picture puzzle, and it won't be long before there will be as great a general vogue for these tantalizing puzzles as there was some years ago for ping pong.

The picture puzzle has taken hold in the United States and it is coming over into Canada. The department stores in the big cities all had them last Christmas and some of the larger fancy goods stores and the sale was heavy among the people who were "onto" the fad. Every person who tries one of the puzzles becomes an apostle and soon there will be very few individuals who won't be touched with the craze.

Description of the Puzzle.

What is a picture puzzle, some one asks. It's really nothing new. It's merely an adaptation of an old childhood favorite and this is the way the modern puzzle originated:—

A little more than a year ago a young woman in Eastern Massachusetts desired to raise some money for a children's hospital. In casting about for some new aim at which to direct her efforts, she recalled the "sliced animals" and "cut-up maps" which had been at once a source of amusement and of instruction in her childhood. These games will be familiar to thousands of readers and therefore need no more description than to say that they were maps or pictures of animals printed on tough paper and pasted securely upon wood a quarter of an inch thick. The wood was then cut up into small pieces by a fine bracket saw or scroll saw. The game or puzzle consisted in reconstructing the maps or animals from the jumbled-up pieces.

With a recollection of the pleasure this old-time amusement has afforded, the girl procured some thin wood and some attractive magazine covers printed in colors. The pictures were glued to the wood, and were then sawed up by a scroll saw, with the purpose of making a puzzle that should be really difficult to solve. Cuts were first made along the principal outlines of the picture, but the pieces thus produced were again divided and subdivided, until from one hundred to two hundred sections were produced.

The puzzles were tried upon the youngsters in the hospital, and were so immediately and emphatically successful that they were placed on sale at a fair held for the benefit of the institution.

Their reception here was more than a success; it was a furor and the originator of the idea began to make the picture puzzles in large numbers, and to place them on sale in women's exchanges. There they were seen by the buyers of the toy departments of the great retail stores, and orders began to increase.

The Craze Spreads.

During the first winter the young woman made six hundred dollars, but by that time the "craze" had begun to spread, and the department stores were beginning to demand a far larger supply than any one source of production could furnish. This was because an idea that had been intended at first to appeal only to children had

been found to have its chief source of success in the interest of older people.

Unlike their prototypes, the "sliced animals" and "cut-up maps," these puzzles were not easy of solution. There were plenty of cases reported where a whole family of educated and intelligent adults had worked four or five hours in the effort to put one of these puzzles together.

The result was a demand for the new amusement, not only for home use, but for summer hotels and seaside and country cottages.

Urged by the department stores, others took up the work of making the puzzles, and hundreds of women and



A PICTURE PUZZLE SOLVED

Showing the Numerous Pieces of Which it is Constructed. This one Made by Uilman Mfg. Co., 338 East 59th St., New York.

girls are now engaged in this curious home industry. Magazines have been stripped of covers, colored pictorials have been robbed of every suitable picture, and all sorts of wood have been used for the background. Thin pine box covers, the sides and tops of old cigar boxes, and specially prepared basswood, whitewood, baywood, and mahogany, all have been utilized. Because some of the material used had been insufficiently seasoned, and because all natural wood shows a disposition to warp when coated on one side only, one enterprising firm of lumber dealers has prepared basswood in three-ply form, the grain in two sections running in one direction, and

in the intermediate section at right angles; and they have already sold thousands of feet at eight cents a square foot.

Hotel parlors and verandas, home living rooms and club libraries have been filled with earnest groups busily engaged in trying to find a better place for Arabella's head than on Adolphus's shoulder, and still the craze shows small sign of abating.

Lethargy in Canada.

So far as Bookseller and Stationer is aware, Canadian wholesale houses have shown very little enterprise in introducing these picture puzzles to the home market. A round of four or five warehouses in Toronto two weeks before Christmas brought out the astonishing information that not one carried a stock.

This is a case where the trade should be ahead of the market and not behind it. There will undoubtedly be a demand, and a heavy demand, for the puzzles, as soon as they are introduced, and the trade should create a demand for itself. Once get the craze started and it will spread like wildfire. Then the dealer with the stock comes in for the business.

PROTECTING CANADIAN COPYRIGHTS —More Systematized Information Needed by Collectors of Customs—The Government Lists Require Revising and Alphabetical Arrangement Throughout.

The correspondence which appeared in the last issue of *The Bookseller and Stationer* on the subject of the violation of the Copyright Act by the importation at Sault Ste. Marie of United States editions of copyrighted books, has brought to light a somewhat serious defect in the enforcement of the Canadian law. The collector at the Sault has been exonerated of any connivance at law-breaking in his district. In fact, such violations of the law as have occurred have been without the knowledge of the customs officers. But the difficulty is that it is almost impossible for any collector to ascertain whether a book is copyright or not.

The collector at Sault Ste. Marie informs our correspondent that he is not furnished with an alphabetically arranged list of Canadian copyrights, but merely a sheaf of loose sheets numbering about 700, through which it would be necessary to search for the desired information with regard to any particular book. It could scarcely be expected that any officer would take up his time in this way, which is very much like looking for a needle in a haystack.

If the Department would supply their customs officials with a list of Canadian copyrights arranged in alphabetical order, it would be of invaluable assistance to them.

In the course of a letter to the Department at Ottawa, the secretary of the Canadian Book, Stationery and Publishing Trades Association has made the following appeal for a reform in the system:

"One of the great difficulties experienced in the handling of the import book trade is the absence of any alphabetically arranged list of Canadian copyrights. It is very difficult for the collectors to ascertain whether a book is copyrighted or not. This being the case, the trade throughout Canada would greatly appreciate a reform in the system of notifying the collectors of customs of the books which have been copyrighted in Can-

ada. If the Department could arrange to furnish periodically a revised and alphabetically arranged list of copyrights it would not only simplify the work of the customs officials, but would be a great assistance to the book trade.

"If the Copyright Act is to be of the service it was intended to be to Canadian authors and publishers it should be administered in the most helpful manner. The absence of an alphabetical list is becoming more and more felt as the years go by, owing to the increase in the number of copyright books.

"We would like to hear from your department about this matter, hoping that you may be able to devise an improved system."

The Reply.

John McDougall, Commissioner of Customs, has replied to this request as follows:

"With reference to your remarks regarding the system of notifying collectors of customs of books which have been copyrighted in Canada, I beg to state that collectors receive prompt notification in all cases where notice of the registration of copyright is furnished to this Department by the owners thereof. I may say, however, that in many instances this information is not supplied to the Department, and if, as a result, foreign editions of the works are imported into Canada, the holders of the copyright have only themselves to blame in the matter."

A Strange Situation.

Of what earthly use is Canadian copyright, if this is the case? The presumption is that when an author takes out a copyright at the Department of Agriculture, the Government undertakes to protect him. Must an author, in addition to getting the copyright, himself notify the Department of Customs that his work has been copyrighted?

The whole system evidently stands in need of reform. The Government should undertake to do the matter properly. There is no reason why an annual or a semi-annual list of Canadian copyrights, alphabetically arranged, should not be furnished by the Copyright Branch of the Department of Agriculture to the Department of Customs for the use of its collectors.

HALIFAX TRADE—Our Correspondent Reports Business up to the Average—A Good Many Calendars Carried Over—Stock-taking Now On.

Halifax, N.S., Jan. 4.—The Christmas trade, which opened only fair, increased as the month wore on. All the trade report business up to the average. The demand for Christmas cards was larger than usual, while the sale of calendars decreased very considerably, resulting in a good many being carried over. In cards "private greetings" were much in demand, as were also the better class of cards, retailing from 25c to \$1 each.

The popular books of the month were Miss Montgomery's "Anne of Green Gables"; Mary Johnston's "Lewis Rand"; Marie Corelli's "Holy Orders", and Knowles' "The Web of Time."

The majority of the trade are now occupied with the annual "stock taking," and several of them are showing special tables of goods at clearing prices.

PROFITABLE PUBLICITY---A Review of Some Canadian Holiday Advertising, with Suggestions as to Methods—Many Commendable Advertisements Appeared—The Omission of Prices a Serious Defect.

Holiday seasons offer exceptional opportunities to the bookseller and stationer to dispose of his stocks profitably and expeditiously. Seasonable displays, however, should in every case be supplemented by advertising in the local papers. Proper preparation of advertising copy takes time and is supposed for that reason to be the bane of the average retail advertiser. But if advertising only received one-half, or say, one-quarter the attention bestowed on the other departments the time and labor devoted to it would be considerably lessened and the results attained proportionately greater. Moreover, continued familiarity with a task usually suggests ways and means for shortening its performance.

Preparation of Copy.

We will consider for the present the preparation of Christmas copy for newspaper advertising as being most pertinent. Christmas or holiday advertising should possess the same attractive features as a skilfully arranged window display. In fact, if it can be made to draw attention to such a display used at the time the ad appears so much the better. Holiday advertising should be seasonable. It should suggestively set forth the merits of those goods likely to appeal to the holiday shopper. Most people when they set out to buy Yuletide gifts do so with little or no idea of what they are going to get. Their minds have not been fully made up. Even the male sex who are generally supposed to know what they are going to select before they enter a store at all, prove an invariable exception. All of which shows the relative value of suggestion in holiday announcements. Make your goods and prices—and don't forget to quote prices—sound attractive. Many of the city stores in their holiday advertising publish a selected list of gift suggestions which they find stimulates increased sales. The average dealer too often confines the power of suggestion to his salesmaking over the counter which restricts this valuable aid to selling to a very limited number. Therefore, have your Christmas publicity contain just the suggestion and the price talk particularly fitted to the season.

There are several important factors to consider in the preparation of newspaper copy. Lack of technical education may handicap the retail advertiser at the outset, but a close study of the up-to-date advertisements to be seen in the daily and periodical press will help him materially. Many of these are written by recognized advertising experts and are, therefore, among the most profitable, as well as convenient examples of newspaper publicity extant. The advertising retailer will find also in the manufacturer whose specialties he handles, a valuable aid. Generally, if asked, the manufacturer would prepare copy for him and would be glad to do so. Besides sending to the local merchant electrots and illustrations of the lines he wishes to push. Most of the specialty people have advertising departments in charge of expert men for the express purpose of co-operating with the dealer in promoting the sales of their product. And the retailer that does not take the fullest advantage of such experienced help, through ignorance of its mission or a wilful misconception of its motive is deliberately shutting his eyes to the immense possibilities that lie in effective publicity. He is, as it were, getting prosperous on the plan of taking a dollar from one

pocket and putting it into another. Such firms as Waterman's Fountain Pen, Koh-i-noor Pencils, Eastman Kodak, Dennison's, Underwood's and many other producers of special lines, should be written to in reference to advertising their respective lines. The let-us-talk-it-over-plan by the retailer with the manufacturer is a good one, and every dealer should give it a trial. If, however, the retailer purposes advertising staple lines of goods and not specialties, the preparation of copy will devolve upon himself, unless he calls upon the local publisher to assist him. Having decided upon what line or lines he is going to publish in his announcement, the dealer should see first of all that he is taking sufficient space. Extra space at special seasons, if it can be afforded, is an excellent idea. It gives the reader a favorable impression of the enterprise of the advertiser, besides bringing more prominently into notice selling inducements he may have to offer. The question of filling advertising space profitably is not difficult if certain clearly-defined rules are followed in the preparation of copy. In the first place, a good many dealers think they are compelled to say a whole lot in their advertising in order to get their money's worth. That's a mistaken notion. How many of these same dealers would listen to a lengthy harangue by a traveling salesman? They would tell him in all probability that they're time was limited. And that's just the way with the reader. Use good business English—commonsense and serious. Allow for reasonable amount of white space to set off your ad. Cultivate short sentences and avoid superfluous adjectives. Do not try to display every second line or every word or two. Know that contrast in an ad is desirable to give it effectiveness. Too much display kills all contrast. Shun undue ornamentation or flourishes or fancy borders of any kind. Remember your advertising is your traveling salesman and have it dressed as you would want a physical embodiment to be attired, dignified and in good taste. As the price consideration, especially with women, is invariably the basis of any sale, do not forget to quote prices. If the retailer will follow these simple suggestions in the preparation of his advertising matter he will find that their adoption will be fully warranted by the success which will attend his efforts toward profitable publicity.

Sample Ads.

Of the Christmas ads reproduced herewith, those of F. I. Weaver's bookstore, Berlin, would appear to be destined to get the maximum of results. His argument is definite and convincing, and his price talk eloquent with suggestions for savings. He has also taken advantage of the resources placed at his disposal by the specialty manufacturer as a judicious use of illustrations will allow. An error is seen in the spelling of "fountain" in the line beneath the cut of pen. The advertisement of Cooper's bookstore has a real old-fashioned holiday appearance and this idea is fully carried out in the descriptive matter. A list of suggestions, coupled with prices, makes it a very forceful announcement. Stratton's bookstore is inclined to be rather extravagant in some of its claims, but otherwise it is one of the best advertisements shown. The use of cuts with greater frequency would have considerably enhanced its attractiveness. Because of

enced a large and desirable class of buyers to the store. Loud, extravagant statements are to be avoided. That their books "are the talk of the town" is self-evidently wrong. Few books could become a leading topic of general conversation unless they deal with a theme which would arouse public sentiment because of its antagonism to the principle of conventionality or decency. Eliminate all generalities or ambiguous statements which are liable to create false impressions. They are usually harmful.

A seasonable decorative border used on Hay's ad looks attractive. Although the omission of the rules beneath the headlines would have given it a cleaner appearance. Why quotation marks should be after sub-heading is not apparent.

Generally speaking, the work of the compositor on many of the ads could be greatly improved. I am not inclined to be pessimistic nor do I wish to impute to the printer any desire to adhere to archaic forms; but it is somewhat discouraging to note the indifference which is paid to advertising composition by country printers as a whole. There are in some newspapers a few advertisements made up with type which are about as good as they can be made; but these pieces are designed by men who have made a study of advertising and are not the product of the ordinary printer. It will pay the retailer to examine the typography of the advertisements appearing in the best dailies and magazine publications. In this way he will be able to raise his own publicity up to a higher plane of efficiency and accomplish the very necessary aim of having his advertisements read.

EXPRESS RATE ON BOOKS—To Secure Low Rate Parcels Must Now be Limited to 5lbs. in Weight—Views of the Express Companies—Is the Post Office Behind it?—An Open Letter.

Under date of December 29th, 1908, the Canadian Express Co. and the Dominion Express Co. advise the trade that a radical change has been made in the rates on printed matter, prepaid, which, of course, includes books.

The trade has in the past been granted a special rate of 8 cents per lb. on packages of books, the value of which did not exceed \$10. This book express was very useful, as it enabled Toronto publishers to get books out to the Northwest rapidly during the rush season at Christmas. Now the shipper is restricted to sending parcels not exceeding 5 lbs. in weight.

The Circular.

The circular issued by the express companies reads as follows, so far as it applies to the book trade:

Toronto, December 29th, 1908.

Dear Sir,—We beg to advise you that on January 1st, 1909, a new express classification will be adopted by all express companies in Canada. Your attention is directed to the following changes:

Section "D."

Special tariff on printed matter prepaid, not applying on c.o.d. shipments.

Each package must be limited to 5 lbs. in weight, excepting single books, which must be limited to 10 lbs.

Must have name of contents written, stamped or printed thereon and must be packed so that description may be readily verified by examination.

Value limited to \$10 per package.

Value must be written on receipt and package.

Special tariff will not apply on blotters or blotting pads not having advertisements printed thereon; books entirely blank; blank cards, cardboard, flexible or paper patterns, letter paper, ornamental paper, playing cards and sample of merchandise, including cloth, medicines and sample cards.

Undelivered shipments sent out under this section will be returned to original shippers, charges to collect.

H. P. SHARPE.

General Agent,

Dominion Express Co.

R. G. WILSON,

General Agent.

Canadian Express Co.

In the former or old classification the weight on printed matter was not limited under the special tariff to any number of pounds. It was only the value on prepaid printed matter which was limited to \$10. Under the new classification there is both a limit on the weight which must be restricted to five lbs., and also on the value which is not to exceed \$10.

The Express Companies View.

One representative of the express companies, when asked why the change outlined above had been made, said that the classification and also the special tariff therein, had been approved by the Board of Railway Commissioners for Canada. The people had clamored to have express companies and their rates brought under the jurisdiction and control of the Railway Commission, and Parliament had yielded to the demand. If any fault was to be found the express companies should not be blamed; complainants should look for redress of any alleged injustice to the Railway Commission, which had approved the new schedule.

Another representative of the express companies when questioned regarding the change, said that a few booksellers and publishers had apparently violated the classification and had sent out big packages of books or printed matter under section D, which would weigh very heavy, and there being no restriction in this respect, so long as the value (limited to \$10) was written on the package, the express companies were getting the worst of the matter, and carrying huge parcels at too low a figure when compared to charges received on other goods. The publishers or booksellers might not intentionally offend or violate the meaning of the clause in the special tariff, but there naturally existed, so long as there was no restriction as to weight, a strong temptation to place the value at \$10 or under, in order to get the special rating of 8c per lb.

Articles Under This Tariff.

It might be pointed out that, under the new classification, the following have been placed under the special tariff, under which each package is limited to five lbs. in weight, and restricted to \$10 in value, excepting single books, which must be limited to 10 lbs.—almanacs, blanks, printed blotters and blotting pads, having advertisements printed thereon, blue prints, books printed, bound or unbound, calendars, paper or cardboard, not encased or mounted, cards printed, except plain cards, catalogues, chromos, circulars, embossed books for reading by the blind, engravings, hand bills, heliotrope work, insurance policies, blank, kinetoscope pictures on paper, labels printed, lithographs, magazines, maps on paper or cardboard, with or without canvas backing or wooden rollers, newspaper heads, pamphlets, periodicals, photographs not framed, posters, programmes, proof sheets, prospectuses, publications, sheet music, show cards, signs on paper or

cardboard not framed, solar prints not framed, stereoscopic views.

Is the Post Office Behind It?

The concensus of opinion among the publishing trade is that the post office is behind the change. They are the people who stand to benefit. It is well known that they have been looking with covetous eyes on the business being done by the express companies and they probably consider this a good way to drive the business in their direction.

If this is the case, the book trade throughout the country will be seriously affected, not only because the cost of getting books from the supply houses will be increased, but because it will enable the mail order houses to deliver books as cheaply as they can get them themselves. The trade must in its own interests fight strenuously against the parcels post idea and this new move seems to indicate a desire on the part of the authorities to advance this idea.

Letter From a Publisher.

The following letter bearing on the subject has been received by the Secretary of the Canadian Book, Stationery and Publishing Trades' Association:

Toronto, January 7th, 1909.

W. A. CRAICK, Esq.,

Secretary Booksellers' Association.

Dear Mr. Craick,—Canada, apparently, is not without its volcanic eruptions, although of a somewhat milder form than the lamentable instance recently recorded.

It is rumored that the locality that would have suffered, unless instant steps were taken, is Ottawa. By a miraculous turn of the fairy wand Ottawa is saved (it is thought), to the detriment and probable destruction of a few, smaller towns, quite insignificant in the eyes of individuals involved in the Capital. I refer to the sudden rising of the express companies with the accompanying roar of an ultimatum—to whom? Why! the bookselling industry, of course. Who else could afford to withstand the mighty wrath of the powers that be?

The details of the "ultimatum" are too ridiculous to be dealt with clause by clause.

May I suggest to you, as Secretary of the Booksellers' and Stationers' Association of Canada, that it would be a distinct advantage to the "trade" if you called a meeting of the Executive with a view to drawing up a line of argument to present to the Railway Commission that is to sit in this city, some time this month to discuss this all important question of express rates? Also to solicit the views of the "trade" at once, either through the columns of *The Bookseller* or by direct correspondence?

The excessive express rates, and for that matter postal rates, are nothing short of tyrannical. The paraphernalia to be followed is absurd. It makes work, both for the addressee and addressor; that is nothing. Canadian business houses have an immense public to appeal to, and, in consequence, can well afford to follow superfluous principles!

Although we have only been established in this great country a little under two years, we have suffered perhaps more, than any other house with head offices in England at the hands of the postal authorities at Ottawa.

Were the formidable and to my mind inexplicable official organs known as "Rate Books" and "Postal Guide" modified, not only would the trade generally benefit, but the public also. The publishers would depend upon a larger circulation of their wares, not the same prices, and so far as we are concerned, instead of maintaining labor in England and working a branch of the

business from that end, we could materially increase our staff and thereby relieve the charitable organizations of some of the heavy burdens thrust upon them, especially at this season of the year, besides reduce the claims upon the municipal body of the city, and incidentally the rate-payers.

The stand we take is not so selfish as some would have us believe. This I hope is made evident by the reading of a portion of the preceding paragraph.

The main object in sending this letter is to incite the booksellers and stationers of Canada to "get busy" and do all in their power to protect their own trade, which is undoubtedly the most useful and beneficial in existence. Surely they are not satisfied with the miserable returns for their services to the public! It is not a bit of use "crying over spilt milk." Now is the time to make their position felt, and keenly, too. February will be too late.

Another object in sending this letter is because I am leaving for a trip to Europe on the 22nd, just in the heart of the controversy which is to decide the great and vital question of express rates—to say nothing of the trimmings involved and the decoration of parcels before they will be accepted at headquarters.

Sincerely yours,

HENRY BUTTON.

Manager Cassell & Co.

Editorial Note—Since the foregoing was written, Chairman Mabey, of the Board of Railway Commissioners, has ordered the cancellation of the entire new express tariff and the re-inforcement of the former tariff.

CATALOGUES AND TRADE LISTS — Importance of Keeping a File—Some New Publications Received—Carter's Ink Company's House Organ.

Waste-basket or filing cabinet—just where should each piece of advertising matter received by *The Bookseller and Stationer* be placed? More careful discrimination is necessary. Too frequently the waste-basket gets what the filing cabinet should receive, and vice-versa. It can be taken as an axiom that the catalogue and trade lists of all reputable manufacturers and wholesalers should be preserved—at last, until such time as they are superseded by new issues. It is equally axiomatic that every piece of printed matter without a reference value should be destroyed. There should be a thorough house-cleaning of all drawers and cabinets containing catalogues and lists monthly and a rearrangement of the contents so that necessary information can be secured with the greatest possible ease and rapidity.

The Christmas number of that bright little house organ the *Scribe*, issued by the Carter's Ink Co., has been received and perused with interest. Its twelve pages contain many valuable and suggestive pointers on salesmanship, and every dealer who reads it through thoroughly is bound to derive encouragement. The little business anecdote, "Bounce," which is copied elsewhere in this issue of *Bookseller and Stationer*, is one of the most helpful little stories imaginable.

Librairie Beauchemin, 256 St. Paul St., Montreal, have issued a small folder advertising some especially fine French works. These embrace many subjects, including history, religion, travel and many interesting books dealing with agriculture in all its various phases.

Editorial Chronicle and Comment

OUR SILVER JUBILEE.

The Bookseller and Stationer is now in its twenty-fifth year. Only one trade paper in Canada is older, but as the latter was originally published as a house organ we can safely lay claim to being the oldest regular trade newspaper in the country. This is quite a distinction for us and we intend to celebrate the event by making the present volume the most distinctive yet issued. It will be our Silver Jubilee Volume.

The Bookseller and Stationer was founded in 1884 by the late J. J. Dyas, and was continued by him for four years, when it was disposed of to its present proprietors, the Maclean Publishing Company, who have conducted it without interruption ever since. Among advertisers who have occupied space continuously since the establishment of the paper are: The Brown Bros., Warwick Bros. & Rutter, and the Copp, Clark Co. We would like to hear from subscribers who have read the paper from its foundation.

A NEW DEPARTURE.

With this number of The Bookseller and Stationer important changes have been inaugurated, which it is felt will redound to the benefit of the trade. The most noteworthy is the establishment as a supplement to this paper of The Canadian Bookman. The publishers feel that the growth of the book department and the development of the book trade in Canada merit more careful and extended treatment than has been given in the past. Having this object in view, they are specializing to a greater extent on the book end and are making the book department distinctive in this way.

The Canadian Bookman will be run in conjunction with The Bookseller and Stationer and will in fact be simply a specialized department of the latter. Those booksellers who think that its circulation among book buyers will prove helpful to them can secure quantities in separate form at a low figure, which may be distributed among their probable customers.

Particular care will be taken by the publishers that no injury will be done the book trade by the insertion of advertisements, which would tend to take business away from the booksellers. The department will be run primarily as a trade department in the interests of the book trade, which means the legitimate channel from publisher to bookseller and then to the book buyer. If it stimulates the public to buy more books through the bookseller, its mission as a separate publication will be accomplished.

Another change inaugurated in this number of The Bookseller and Stationer has to do with the make-up of the paper. A new scheme of headings has been devised and the advertising departments have been re-adjusted,

so that all advertising comes front and back. This, we believe, has improved the appearance of the paper materially.

THE OUTLOOK FOR 1909.

From careful investigation of the situation we have come to the conclusion that 1909 will be a good year in the trade, provided no untoward circumstances intervene. No one blinks the fact that there has been a depression and a serious depression. But this depression has been safely weathered, thanks to the careful handling of the situation by our financial departments. The experience of by-gone years has been utilized, with the result that failures have been few and business has gone on smoothly.

Whether or not the experience of the past fifteen months has been merely preliminary to a worse upheaval in the coming year is problematical, but experience would teach us that such a contingency is remote. Depressions and panics have in the past soon spent themselves, salutary lessons have been quickly learned, and the caution engendered by them has tended to the gradual upbuilding of a more substantial structure.

The cautious buying last year, followed by an unexpectedly good holiday trade, has left stocks low in retail departments. These must be replenished, for the wants of the country are never satisfied. The result must be that the opening months of 1909 will witness good buying in the staple departments at any rate, if not in the fancy goods departments as well. The experience of 1908 has been good for the trade, even if it has occasioned a temporary falling off in profits.

IMPORTANT LEGAL DECISION.

For six years what is known as the Macy Case has been dragging along in the New York courts. This case was to test the right of the American Publishers' Association to control the sale of books. The Macy Company, running a department store, were refused books because of their habit of price-cutting. The question was taken to the courts and the first decision was that the American Publishers' Association could not legally refuse to sell to Macy & Co. The case was appealed, and in March, 1904, the Court of Appeals decided that only in the case of non-copyright books was the association acting illegally.

The Publishers' Association thereupon modified their rule to make it apply only to copyright books, and a new series of litigation began. This has now been concluded by the decision of the Court of Appeals that the publishers can control the sale of copyrighted books. The decision is warmly welcomed by both publishers and booksellers, who thus find their hands strengthened in the struggle for more satisfactory trade conditions.

EXPRESS ON BOOKS.

The announcement that under the new express tariff the special 8 cents per pound rate on books, sent prepaid, has been altered or limited to apply only to parcels under five pounds in weight, has occasioned much dissatisfaction. Previously the limit placed on these parcels was that they should not contain a greater value than \$10.

The express companies contend that this privilege has been abused. If it has been, and we are not prepared to say that in some instances it has not been, why should they go to this extreme? Why not have ascertained an average weight, the equivalent of the \$10?

The way it is now, the express companies are simply turning much of the business over to the post office. It has even been hinted that the post office is behind the so-called reform. If this is the case the trade had better bestir themselves, for the introduction of the parcels post will naturally follow. The aim and ambition of the mail order houses is to get a parcels post in Canada and time and again they have endeavored to influence the Government in this direction. In self-defence retailers must fight against any scheme which will make it easier for these mail order concerns to do business.

INSURANCE RATES IN TORONTO.

The announcement of the reduction of fire insurance rates in the wholesale district in Toronto as the result of the installation and tests of the new high-pressure system has been awaited with a good deal of interest by warehouse owners in the district affected. Shortly after the big fire five years ago the rates were raised with a jump and it has been a question as to just what effect the installation of the new system would have on the underwriters' schedule and rates.

A reduction of from \$1 to 75c on the key rate on the down-town district, extending from a short distance east of the east side of Simcoe Street to a short distance west of the west side of George Street, and from the Esplanade north to a short distance south of the south sides of Agnes Street and Wilton Avenue.

A reduction is also granted from 60c to 50c per \$100 of insurance for the district from Bathurst to Sackville Streets and running north to College Street.

A great many of the warehouses will not participate in the general reduction, because it does not apply to fireproof buildings or those equipped with a sprinkler system. In such cases the buildings have a special rate of their own.

John A. Robertson and the officers of the Canadian Fire Underwriters' Association thought the new rates would meet with popular approval. Some of the dailies, however, in reporting the matter, had made a mistake in stating that the reduction would amount to 25 per cent. The new rate would mean a reduction of 25 cents where the \$1 key rate was used as a basis. This, of

course, would be a reduction of 25 per cent. if all conditions prescribed by the association were met, but the very great majority of risks did not come up to the standard required, and so something must be added to the key rate to cover the extra hazards. For instance, a fire policy is taken on a building in the congested area where the key rate is \$1. The building does not come up to the standard set, because the walls are not of the required thickness, the ceilings are wooden, and the stairways are not enclosed. These hazards make the risk of fire greater, and so certain sums are added to the key rate because of these deficiencies. In some cases where manufacturing is carried on or chemicals carried, the rate would come to \$2.50. It is on this \$2.50 that the reduction of 25 cents is made to find the new or reduced rate. In other words, the \$1 key rate is reduced to 75 cents, and the 60 cent key rate to 50 cents. The reduction covers all policies made or renewed since January 1 last, but no rebate or reduction is allowed on standing policies.

The reduction is made although the civic fire and waterworks departments have not come quite up to the requirements asked for by the association. The association asked that four four-million gallon pumps or three six-million gallon pumps be installed. This would give 12,000,000 gallons of water a day in case one of the pumps gave out. The city has put in only two five-thousand gallon pumps. However, we believe it is the intention to augment these, though, possibly two years will go by before the additional service will be ready.

No calculation could be made which would show the saving to be effected to merchants and manufacturers by reason of the reduction; nor could Mr. Robertson state how the rate would compare with those in force before the big fire. In the first place, lighter stocks are being carried. One instance alone shows that a prominent wholesale dry goods firm has \$200,000 less stock than this time last year, and in the second place Mr. Robertson was not in his present position at the time of the fire. Insurance rates have very much advanced all over the world during the past five years, particularly so in the cities and larger towns, though Mr. Robertson did not think they were any too high.

BOOKS IN ENGLAND.

The publishing business suffered a slight depression during the past year in England, though the number of books issued was well above any year previous to 1907. In that year the total was 9,914 or 93 more than in 1908. One noteworthy feature is that there was an increase of 96 in the number of new editions in 1908. Taking the year's output, class by class, there were the following decreases: Religion 28, Educational 60, Political and Social 92, History 13, Year Books 24, Medicine 32, Belle Lettres 79. There were increases in Fiction 5, Law 17, Arts and Sciences 55, Voyages 49, Poetry 42 and Miscellaneous 67.

WHAT MANUFACTURERS AND JOBBERS OFFER---New Lines Shown this Month--Calendars for 1910--Players' Requisites--Improved Files--Read this Department Carefully for Saleable Novelties.

New Map of Canada.

A revised map of the Dominion, 60x84 inches in size, has been published by the Copp, Clark Co. This new edition shows the latest developments in railroad construction, etc. Dealers should get after the school boards at once, as the new map should be in every school house in Canada.

Steel Letter Clip.

The illustration shows a high grade steel board clip offered by Buntin, Gillies & Co., Limited. The steel



Steel Letter Clip--Buntin, Gillies & Co.

board does away with breaking and warping, so common in the hardwood boards. The nickel-plated clip has a patent stop attachment which causes it to remain open for convenience in handling. The two parts are firmly rivetted together and cannot come apart.

New Canadian Calendars.

The travelers of Warwick Bros. & Rutter are now showing a new range of Canadian calendars for 1910, which this house are manufacturing. They met with such success last season in disposing of their line of Canadian designed calendars that they were induced to go more extensively into the business this year. They state that after personal enquiry in Montreal and Toronto they discovered that their line of calendars sold better than any other individual line on the market. The reason for this was that the calendars were genuinely Canadian, both in design and sentiment. The 1910 line is superior to anything they have ever shown before.

New Bridge Pad.

At the request of a number of club members the Copp, Clark Co. have introduced a new bridge pad. This pad has at the top of each leaf a summary for four rubbers, which makes it very useful. This house also have in stock the celebrated Wallace Whist tray used by the Canadian whist league in all official tournaments. It is named after James Wallace, late president of the league. The Copp, Clark Co. are headquarters for all sorts of bridge players' sundries, including pads, sets,

tally cards, bridge whist invitations and the authorized cards of the Canadian whist league.

Valuable Commercial Map.

A valuable map of Western Canada has been issued by the Stovel Company of Winnipeg. It is 25x80 inches in size and on it are mapped out all the railways traversing Western Canada from Port Arthur to Edmonton and Calgary, with the name of every station in its proper position. With the exception of the railway lines in colors and the names of the stations printed plainly in black letters, the whole map is a blank. In this way the commercial routes of the West are most clearly displayed.

Each of the railways, Canadian Pacific, Canadian Northern, Grand Trunk Pacific and Great Northern is indicated in a different color. In addition to the map itself there is a complete index of all stations. After each name a sign indicates presence of express offices, post offices, telegraph stations and freight stations.

The value of this map to eastern business men doing business in the West is very great, and no business house should be without a copy.

An Attractive Inducement.

A proposition that will interest the trade is the offer of Nathaniel Field, New York, to supply all their new and old customers with one of their beautiful cases, as shown herewith, free of charge. This case is made to hold twenty-four of their fountain pens, all of which are made in attractive designs and guaranteed to be 14k solid gold. Careful construction, exceptional value, latest improvement, skilled workmen and expert adjusters, are only a few of the reasons why their fountain



Fountain Pen Display--Nathaniel Field, New York.

pens have so rapidly grown into general favor. Retailers who would like to secure a standard line of fountain pens reasonably priced, should investigate the offer made by this company.

Emerald Pencils.

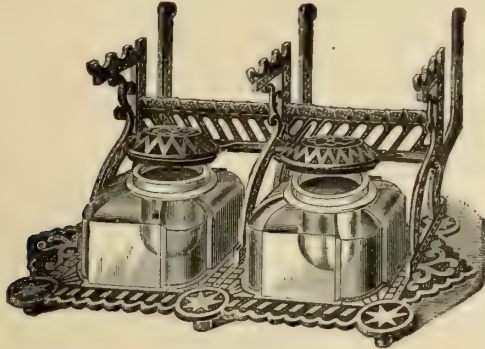
Warwick Bros. & Rutter have something special in a new pencil to retail at 5 cents, manufactured originally to sell at 10 cents. The Emerald pencil is remarkable value for the money. It is made in nine degrees of black from 2B to 6H and in indelible copying. It is put up

BOOKSELLER AND STATIONER

most attractively, one dozen to a box. The pencils are finished in olive, enamel, stamped in gold. The black pencils are hexagon and the copying are round. They offer a very special proposition for an assortment for introduction.

Ink Stands.

Buntin, Gillies & Co., Limited, have lately added to their stock a number of lines of ink bottles and stands,



New Inkstand—Buntin, Gillies & Co.

two of which are illustrated herewith. These include a heavy safety, non-spillable bottle and several lines of single and double stands, in both nickel and japan finishes.

Fine Drawing Pencils.

The Adonis drawing pencil, made in thirteen degrees, to retail at 10 cents, especially suited to requirements of draughtsmen and architects. The degrees are exactly accurate, running from 6B to 6H. This pencil is being introduced by the Copp Clark Co.

Notes From the Harcourt Company.

The E. H. Harcourt Co., Toronto, announce the publication of the new edition of the Ontario copy



Paper Fasteners—Copp, Clark Co.

books. These are printed on special paper imported from England, of excellent quality, and the Government

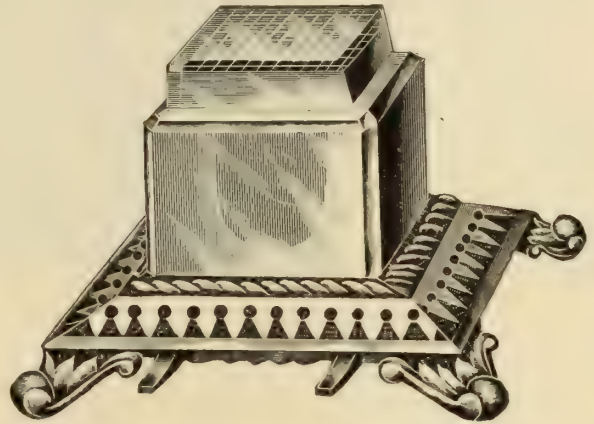
has supervised the printing. This company are showing this season some novelties in onion skin paper put up in octavo, quarto and fly leaf pads. The cobweb finish shown in some of these is quite striking. They have a number of other interesting numbers in tablets.

New Playing Cards.

A new pack of cards to retail at 25 cents is being placed on the market by the Copp, Clark Co. They are called the C.C.C. Club card, and their distinctive feature is the large index, which renders them particularly suitable for bridge whist. Each pack is sealed and attractively boxed.

1601 F.

1601 F, is the name of the new pen which William Briggs, Toronto, is going to introduce this season. It



New Inkstand—Buntin, Gillies & Co.

is made of a new composition, which is very light and non-corrosive. He has ready 2,500 samples on cards which he will be pleased to send to any one wishing a sample.

Sundry Notes From Copp, Clark Co.

Here are a few of the new goods on display at the warehouse of the Copp, Clark Co., Toronto.

The picture sensation in New York, "The Light that Lies in Woman's Eyes," retailing at \$1 and \$1.25.



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118



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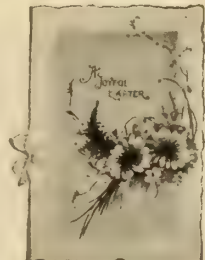
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603



1200

Easter Cards—Copp, Clark Co.

New size in the linen lawn pad. This is now made in octavo size.

New cover on the onion skin pad, making a very attractive tablet.

Fifteen assorted designs in package of St. Patrick's Day post cards at \$1 per hundred. Also Valentine napkins and St. Patrick Day napkins, 30 cents per hundred.

Eight different designs in the Art Series of papeteries, containing the popular fabric finish paper.

Regulation hockey pucks at \$1.50 per dozen, which can be retailed at 25 cents. The juvenile kind at 70 cents per dozen.

New calendar pad for the use of professional and business men, with space for engagements for every hour of the day.



The Archive File—Copp, Clark Co.

A New File.

The Copp, Clark Co. are at present pushing the sale of a new file called the "Archive," which possesses many features not found in the ordinary make of file. The metal part is made in a new copper finish, which will not rust. The alignment of the arch is always accurate and will not spring out of place. The file is also equipped with a red index, which makes it easy to place one's hand on it.

MAGAZINE NOTES—Some New Ones on the Market—Changes in Price—Contents of Some Leading Periodicals.

The City, a magazine devoted largely to matters of civic growth and life, has been started by J. M. Dent & Co., London.

The spring numbers of the Standard Fashion Quarterly and the Butterick Fashion Quarterly are announced for publication on February 12.

In May, Cassell & Co. intend to launch a new magazine to be called Outdoor Life, containing 48 pages and color plate, same size and style as Nature Book. Its price will likely be 15 cents.

John W. Glenister is undertaking a campaign to boom the news-stand circulation of Good Housekeeping, the Phelps Pub. Co. magazine. He has a good proposition and Canadian Newsdealers should give him every assistance.

Vancouver has still another magazine and a young lady not yet out of her teens is its editor and publisher. It is called Levy's Magazine, and is a continuation of the Collector's Companion, which Miss Beatrice A. Levy has been running for the past year. It sells at only 5 cents.

St. Nicholas is now issued by the Century Co. on the fifteenth day of the month preceding the month named on the cover. Just by the way, the Century Co. have been doing some good advertising for St. Nicholas and the interests of the newsdealers have been brought forward every time.

Cassell & Co. are planning to issue on March 1, the first number of a new magazine to be called the New. It will have 16 pages on art paper and 144 pages text. The art section will consist of photographic illustrations of stage characters and scenes, and the text of the other pages will be 128 pages stories with line illustrations, and 16 pages fashions. The published price for Canada will probably be 15 cents.

Travel and Exploration, the new English magazine, published by Witherby & Co., London, started its course with the January issue. It is an attractive little magazine, beautifully printed and illustrated and contains "A Call to Exploration," by Sir Clements R. Markham; "The Danish Greenland Expedition," by Lieut. A. Trolle; "Travel in the Balkans," by M. Edith Durham; "Travelers and Photography," by Dudley Kidd; "The Forests of Peru," by L. C. Bernacchi; "A Naturalist in New Guinea," and "Dirigible Balloons."

The international Studio begins the new year with a splendid issue, containing many attractive illustrations. Among the plates are pictures by John Lavery, Charles Volkmar, Ferdinand Schmutzer, Frederic Yates, Norman Evill, James McNeill Whistler, Edward A. Hornel and Louis Fancher. The literary contents are in keeping with the illustrations, including, "Some Recent Painting by John Lavery," with twelve illustrations; "Architectural Gardening," with nine illustrations, etc.



The ELLIOTT line of Calendar Pads for 1910 is now ready. There is nothing to equal it in the market; all pads stitched and handsomely executed from original designs.

Also the greatest things in CALENDARS you have ever seen!

We are the makers of the Odd, Unique and Original line of Tally Cards, Dinner Cards, Dance Programs, Bridge Pads, "500" Pads and other Score Cards. Samples upon request, or see your jobber.

Write for Catalogue NOW!

THE
CHAS. H. ELLIOTT
COMPANY
North Philadelphia, Pa.

THE PROFITABLE END OF THE PHONOGRAPH BUSINESS---A Great and Increasing Demand for Records---The Sale of a Talking Machine only the First Step in a Lucrative Trade---Manufacturers Rely on the Retailers to Sell the Goods---By J.H. COLLINS in Printers' Ink.

When the census of 1900 was taken in the United States the business of making talking machines and records had to be grouped with electrical apparatus, there being not enough of it to form a separate classification. When the manufacturing census of 1905 was taken, however, a separate classification had to be made, because in five years the phonograph business had grown more than 350 per cent. The value of talking machines and records produced in 1900 was slightly over a million and a half dollars. In 1905 it had grown to more than ten millions. To-day some of the companies are paying dividends of twenty-five per cent.

Profits in the Records.

The chief end of the phonograph business is the sale of records. A phonograph is relatively simple in mechanism, and through certain trade conditions has been brought to a point where the profit on a machine is not large. The growth and profit are in records. Where increase in machines manufactured between 1900 and 1905 was less than 140 per cent., the increase in record business during the same period was nearly 800 per cent. Every phonograph and graphophone sold creates a demand for records that ultimately far outruns the cost of the machine itself. Indeed, the industry has been brought to a point in salesmanship where the fortunate owner of a twenty-five dollar machine is led on to buy fifty dollars' worth of records. At that point the shrewd dealer sells him a cabinet to hold the cylinders or discs, at a price about equivalent to what was paid for the phonograph. This cabinet, in turn, has room for twice as many more records. The fortunate possessor of the cabinet proceeds to buy records to fill its compartments, and by the time it is full he probably wants a better phonograph, and then more records, and a bigger cabinet and so on. Of course, he wouldn't do it if the phonograph didn't return ample pleasure for the money invested.

Big Developments in Sight.

As this business expands, therefore, the companies want to control record trade, and it is this desire that is furnishing most of the excitement just now.

Some time ago a fourth factor was introduced in record sales. A new company came onto the market, with records that would fit any machine, and which had the advantage of being indestructible. Heavy advertising was done for these indestructible records, and demand for them from all owners of phonographs was so great that the old companies had to do something about it. The Edison interests, according to report, prohibited their dealers selling any competing records. In some instances dealers evaded this prohibition, it is said, by running a partition down the centre of their stores and selling Edison goods on one side and competing goods on the other, through a dummy firm. Or if that didn't happen, then some small competitor down street took care of the competing business, which pleased the Edison dealer less. Just about the time this situation began to ripen, the Columbia interests bought out

the business of the company making the indestructible records (and trouble), and is now getting ready to do things with this newly acquired specialty. So, though the phonograph business is young, the developments in it are rapid. There seems to be plenty of fun ahead and lots of big advertising and probably sufficient new business for all.

More Trade for Retailers.

"The result of our announcement of the double record discs," said Mr. Metzger, the other day, at the general office of the Columbia Phonograph Company, in the Tribune Bldg., New York City, "has been the addition of a night shift in our record department. That means more than additional business for us. It signifies that trade for our retailers all over the country has been stimulated, and is recovering from panic consequences. Our year of general business depression naturally hurt this business, for the phonograph, while a necessity to people who own one, would still give pleasure with old records. But when we give two records for the price of one, people are brought back to the dealer for new music. the dealer has a strong new selling argument, and the new double records save him freight, loss, space, investment in stock, and enables him to carry complete selections for instant demand, a prime point in the live record trade."

"The dream of every manufacturer, I suppose, is to have his own retail selling agencies, distributing direct to the consumer, and making him independent of the retailer. Originally this company established its own agencies in large cities. That plan was sound in the phonograph business in early days. The machine was new as an amusement device. Expert salesmen were needed to demonstrate and sell it. Our vast repertory of records had not been developed, and sales of machines were the chief end of the proposition---indeed, at the outset machines were not sold at all, but leased to people who used them as nickel-in-the-slot amusement devices.

"To-day, where we have about sixty branches left, and are likely to discontinue those eventually, the Columbia is sold by above ten thousand retailers all over the United States. When I tell you that there are fully 17,000 retailers selling all makes of machine in the United States, reaching nearly every city, town, village and cross-roads, you will readily see the futility of selling through manufacturers' agencies, and how vital a part the retailer plays in our business.

The Retailer the Apple of the Eye.

"The retailer is the apple of our eye here, I want to assure you. He has learned to handle the machine better than we did ourselves in the early days, and has built up a trade in records that was not anticipated then. Practically all our advertising outlay goes directly to create demand for him, and back him up. All phonographs are manufactured under certain basic patents, you know, and through these the companies all operate in a way that gives strict maintenance of prices. This is a welcome condition for the retailer, and with him

protected in this respect of price, it is the endeavor of all the companies to develop new records, improvements and talking points to help him to sell. Incidentally, the manufacturing business is being built up along trademark and talking point lines against the day when the basic patents expire. In our own case, we give retailers exclusive territory, and have an arrangement whereby any dealer who works actively in his territory can build business for himself with the assurance that whatever local value he creates in connection with our goods will be his—practically it is an arrangement whereby he holds territory through the development of a certain volume of business.

"When a family buys a phonograph, you know, there is something more than a real sale involved. Instead, a connection is established for the retailer, and it depends largely upon himself how strong, regular and profitable that connection is going to be. This connection, the sale of records, is the chief end of his business. It is the chief end of ours, too. So you will find all our periodical advertising centred on the new records, the new improvements in records, and so forth, with a view to helping the dealer sell records to people who own any kind of phonograph. Record advertising, too, makes the strongest appeal to the people who don't own machines, for the great return of the phonograph is the pleasure to be got out of it.

"A window full of talking machines cannot be made very attractive, nor changed from week to week to maintain public interest. The machine is built to be heard rather than seen. The dealer's problem is to get people into the store to listen—those who do not own a machine, to hear how much less objectionable it is than they had fancied, and those who already own machines to hear the newest records."

CASTELL PENCILS—Something About a New Issue and the Manufacturers Who Make Them—147 Years' Experience in the Making of Pencils.

In these days, when every man carries a lead pencil in his pocket, few of us give a thought to the patient efforts that were required to develop the first crude pencils until they reached the perfection that is found in the new brand of pencils made by the house of A. W. Faber and known as the "Castell" pencils. These are made in a series of sixteen different degrees of hardness, from 6B, a rich, deep black, having the color of India ink, to 8H, extremely hard, and suited to the needs of the lithographer for drawing on stone. In these varying degrees the artist, designer, architect or engineer will find a pencil that is exactly adapted to each particular one of his requirements. And the stenographer, the business and professional man will find the pencil exactly suited to their needs, and actually more economical than the cheapest pencils that can be bought, because "Castell" pencils are made from the very finest quality of graphite, manufactured by the aid of chemical science and that practical knowledge which has been gained by 147 years of experience in making lead pencils of the highest grade it has been possible to manufacture. They can be sharpened to an exceedingly fine point which is firm and durable, which wears away very slowly, thus avoiding the necessity for constant sharpening, and which always mark with a uniform depth of color. The "Castell" pencils are made in Germany by the house of A. W. Faber, whose name has been synonymous with superlative excellence in pencil making for 147 years.

Many of those who have for years been familiar with the products of A. W. Faber may not have known that they have an extensive factory in Newark, N.J., devoted exclusively to the manufacture of stationers' rubber goods, the largest factory of its kind in the world. Here they not only make pencil and ink erasers, but all styles and varieties of rubber bands, from the $\frac{3}{8}$ -inch to the 12-inch heavy parcel band, each of which is guaranteed to stretch six times, and is actually tested to stretch twelve times its length. Wherever the name A. W. Faber appears, whether on a pencil, or on rubber goods, it is a quality mark and signifies the best of the kind that can be produced. Be sure that the name is A. W. Faber—this is the original house—the one with 147 years' experience.

NEW SAMPLE ROOM OPENED.—John B. Hay Opens New Quarters for Eaton, Crane & Pike Co. in Toronto—Big Business Anticipated for '09.

John B. Hay, Canadian representative for Eaton, Crane & Pike Company, who had temporary quarters with McClelland & Goodchild, Toronto, for the past year, has now opened a regular show room for his company on the second floor of the McLeod & Allen Building, 42 Adelaide Street West. His new premises have been appropriately decorated and provided with ample accommodation for the display of the big range of goods manufactured by the Pittsfield firm.

The change last year whereby the old firms of Eaton, Hurlburt and Crane were amalgamated has meant the very considerable enlargement of the line carried by Mr. Hay, and the securing of a show-room was one of his first considerations at the new year. He has now a range of goods extending right up from the old standard lines of the Eaton-Hurlburt Company to the finest grade of Crane papers and papeteries and to show these properly he had to have a show-room with sufficient accommodation and lighting facilities. When the Ontario trade visit him in his new quarters they will find him located in one of the brightest and best arranged show-rooms in Toronto.

There is one great advantage that dealers handling the Eaton, Crane & Pike goods possess, and that is the strong backing up they receive from the advertising department of that firm. Take up almost any American magazine, especially those with the big popular circulations and striking advertisements for these goods will be found. These create a demand which the trade is called on to fill and the men that carry the goods get the business.

EXTENSIVE CONNECTIONS.

A. Roy MacDougall, manufacturers' agent, Toronto, has added several new firms to his list of agencies this season. With the combined lines of Copeland, Mittenhall & Co., The Arms Mfg. Co., Rendall, Underwood & Co., Birmingham, and M. Connor & Co., London, he has now a most complete range of leather goods. In the stationery department he represents Lepard & Smith's Limited, London; Geo. Wright & Co.; Dow & Lester, post card albums; Birn Brothers, Christmas cards; Beaumel's fountain pens, Spiro files, Smigel's desk pads, Holman's Bibles, Power Paper Co.'s papeteries, and the Pope Paper Co.'s paper napkins.

Condensed or "Want" Advertisements

The "Want Ad." gets work for workers and workers for work. It gets clerks for employers and finds employers for clerks. It brings together buyer and seller and enables them to do business, though they may be thousands of miles apart. It helps booksellers and stationers to clear their shelves of unsaleable stock. It enables them to get out - of - print books. In brief it is invaluable.

RATES.

Two cents per word first insertion; one cent per word subsequent insertions.

Five cents additional each insertion where box number is desired.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost **must** accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

PERIODICALS.

KEEP POSTED—The leading authority in Canada on groceries and food products is **THE CANADIAN GROCER**. Important trade conditions generally discussed every week. Price \$2 per year.

THE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. **BUSY MAN'S** is on sale at all newsstands. Better still, send \$2 for one year's subscription. Mail it to-day. **THE BUSY MAN'S MAGAZINE**, Toronto.

The market reports make **HARDWARE AND METAL** a necessity to every hardware merchant, paint and oil dealer in Canada. It is mailed every Friday. Subscription price \$2 per year. Address **HARDWARE AND METAL**, Montreal, Toronto or Winnipeg.

BOOKS FOR SALE.

How to dispose of shop-worn or unsaleable books is the problem of many a bookseller. Try an advertisement under this heading.

AUTHORS, WHO PUBLISH THEIR OWN books will find the **BOOKSELLER AND STATIONER** a good medium through which to interest the trade in their publications.

MAPS, GLOBES AND ATLASES

C. S. HAMMOND & CO., 152 Broadway, New York, Atlases, School Maps, Road Maps, Globes.

BOOK PLATES (EX LIBRIS)

ROBERT SNEIDER CO., 143-145 FULTON St., New York. Designers and engravers of book plates (ex-libris) heraldic and monogram dies, pearl inlaid stamping, for stationery. (12)

BOOKS ON HORSES, CATTLE, &c.

WILLIAM R. JENKINS CO., 851 and 853 Sixth Ave. (cor. 48th Street), New York. The literature of the world concerning horses, cattle, dogs, &c. [8 09]

DIARIES

B. W. HUEBSCH, 225 FIFTH AVE., N.Y., annual and perpetual year books; a popular diary. (12)

BOOKS WANTED.

How to secure a copy of an out-of-print book or magazine may sometimes puzzle. Try this solution.

BOOKSELLERS HAVING IN STOCK copies of books dealing with the early history of Ontario towns or counties are asked to communicate with "Historian," Box 77, **BOOKSELLER AND STATIONER**. [12]

BACK NUMBERS OF BOOKSELLER AND STATIONER published prior to 1906. Any parties possessing such and wishing to dispose of same are invited to correspond with the publishers, 10 Front St. East, Toronto.

INFORMATION WANTED.

THE EDITOR OF THE BOOKSELLER AND STATIONER desires to be kept posted on the publication of all new books and magazines in the Dominion of Canada. Readers will confer a favor by acquainting him of any omissions from the lists published each month.

BOOKS IN FOREIGN LANGUAGES

LEMCKE & BUECHNER, 11 EAST 17TH St., New York. (All foreign books.) (12)

LEMCKE & BUECHNER, 11 East 17th St., New York. Best facilities for supplying books in all languages.

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IF INTERESTED in a Duplicating Machine for getting out circular letters, reports, price-lists, etc., or for printing various of ice forms, write for booklet and samples of work. The "POLYGRAPH" is the newest, latest and best and sells for a lower price than the others. Is unexcelled by any similar device on the market. F. W. Tenney, Canadian Sales Agent, 123 Bay St., Room 116 Stair Building, Toronto, Can. (tf)

KODAKS.

I CARRY THE LARGEST STOCK OF KODAKS and Photographic Supplies in British Columbia. Write for catalogue. Will Marsden, the Kodak Specialist, Vancouver, B.C. (13)

LITHOGRAPHY.

HIGH CLASS COLOR WORK—Commercial stationery, posters. The Hough Lithographing Co., Limited. Office, No 3 Jarvis St., Toronto. Telephone, Main 1576. Art, good workmanship, business methods. (tf)

AGENTS WANTED.

A LONDON firm dealing in fancy goods of all kinds, including leather goods, toys, etc., wants Canadian agent. Address Box 1881, **BOOKSELLER AND STATIONER**. (2)

A LONDON company manufacturing model theatre sets, desires to secure Canadian agent. Address Box 1883, **BOOKSELLER AND STATIONER**. (2)

MISCELLANEOUS

THE PERRY PICTURES. EXTENSIVELY advertised. Millions sold. Very popular. Send 4 cents in stamps for illustrated catalogue and prices to the trade. Perry Pictures Co., Box 440, Malden, Mass. (12)

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Limited, 129 Bay Street, Toronto.

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ENGLISH AND UNITED STATES FIRMS desiring Canadian representation should communicate with the editor of **BOOKSELLER AND STATIONER**, Toronto.

SIDE LINES WANTED for Alberta. Advertiser works the province regularly. P.O. Box 532, Calgary, Alta. (2)

THE RELIABLE LIGHT will light your store 100% better than gas, electricity or acetylene. 600 candle power light costs 1 cent per hour to operate. Thousands in use. A safe, reliable, pure white light of intense brilliancy. Write for booklet M. The Rice-Knight Mfg. Co., Limited, 40 Lombard St., Toronto. (tf)

\$60,000,000.00—Shrewd merchants all over the world have paid \$60,000,000.00 for 650,000 National Cash Registers. They've saved more than that. The National Cash Register Co., F. E. Mutton, Canadian Manager, corner Yonge St. and Wilton Ave., Toronto, Ont.

SITUATIONS VACANT.

You want a manager or a clerk. Here is the place to let your wants be known to just the class of people you require.

THE EDITOR OF BOOKSELLER AND STATIONER wants correspondents in all the larger cities of the Dominion. Apply, stating qualifications, 10 Front St. East, Toronto.

WANTED—in every town and village, a representative to take charge of the circulation of our various publications:—Hardware and Metal, Canadian Grocer, Financial Post, Plumber and Steamfitter, Dry Goods Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery, and Busy Man's Magazine. Good financial standing and business connection a strong recommendation. Just the position for a retired business man for his spare time. The **MACLEAN PUBLISHING COMPANY** Limited, Toronto. (t.f.)

WANTED—A young man who has had four or five years' experience in the stationery and wall paper business. One who has a taste for wall paper preferred. Apply at once to A. H. Stratton & Co., Peterboro. (1)

BUSINESS CHANCES.

WANTED—Stationery business; western Ontario. State full particulars. Apply Box 778, **BOOKSELLER AND STATIONER**. (1)

PERSONAL PARAGRAPHS OF INTEREST—Information About the Travelers—Movements of the Big Men who Do the Buying—What Has Happened to Some Retailers—A Few Failures.

Librarie Nationale, dealers in stationery, books, etc., Montreal, have registered.

M. J. Flanagan has opened a stationery store at 247½ Portage Avenue, Winnipeg.

W. J. Stephenson, Wetaskiwin, was burnt out on January 9th, in a fire which destroyed his entire stock.

W. J. Tovell has opened a 5c, 10c and 15c store in Listowel, stocking stationery, confectionery, fancy goods, etc.

B. W. Garner, bookseller and stationer, Welland, has sold out to S. D. Dunn, Peterboro, and will likely go West.

The Thomas Co., Bracebridge, dealers in jewelry, fancy goods and stationery, suffered loss by fire last month.

George Savoy, of the National Blank Book Co.,

Another publisher who visited the big city early this month was S. B. Gundy, of the Oxford Press.

R. W. Douglas, representing the Macmillan Co. of Canada, starts in February for the West, covering that territory for the first time.

The entire stock of the Bright Stationery Co., Limited, Vancouver, B.C., has been seized by the bailiff under power of chattel mortgage.

W. J. Cox, circulation manager of McClure's Magazine, was noticed in Toronto recently, doing some work in the interests of his magazine.

A. Roy MacDougall, Toronto, visited London in December, where he made several important connections. He returned by way of New York.

H. G. Macpherson has bought out the Bennett News Co., of White Horse and Dawson, Y.T., and will continue the business under the same name.

A. Roy MacDougall, Toronto, will show his numerous stationery lines personally in Montreal, Ottawa, Quebec and Western Canada this year.

The business of the late E. A. Arnold, of Portage la Prairie, will be continued by his brother, Major L. Arnold. W. McKay is in charge at present.

M. E. O'Gorman, bookseller and stationer, Pembroke, was married on January 11 to Miss Mary Maud Austin, daughter of Mrs. John Higgins, Sudbury.

S. L. Elkus, of Leubrie & Elkus, New York, manufacturers of tally cards, etc., was in Toronto recently interviewing the firm's Canadian representative, A. O. Hurst.

Harry A. Dawson, of Montreal, has joined the traveling staff of Warwick Bros. & Rutter, and will cover Montreal and Quebec Province. He started on his new duties on January 1.

William Copp, vice-president of the Copp, Clark Co., returned about Christmas from his annual trip to Great Britain, where he secured various lines for import and holiday business for 1909.

The traveling staff of the E. H. Harcourt Co. for 1909 consists of E. H. Harcourt, J. Swift and H. Tanner. Mr. Harcourt covers the East, Mr. Swift the West, and Mr. Tanner the North.

Henry Button, manager of Cassell & Co., Toronto, sails for England on the Corsican, January 22, and will be away from four to six weeks. While in London he will confer with his head office on improved bindings for the Canadian trade.

When McLeod & Allen's travelers go on the road in the course of a few weeks, they will carry the lines of the following publishers:—Cassels & Co., Dean & Son, Dean Rag Book Co., Hurst & Co., A. L. Burt & Co., Grosset & Dunlap, Cupples & Leon.

The late Joseph C. Morgan, of the Inland Revenue Department, who died in Toronto on December 11, was formerly with the Toronto News Co., and later carried on a stationery store, subsequently going on the road about 1878 for the Buntin, Reid Co., of Toronto.

H. Henderson, who has been carrying on a stationery and tobacco business at 960 Bloor Street West, To-



J. C. MURRIE

Now on the Traveling Staff of McLeod & Allen.

Holyoke, is visiting the Canadian trade centres at present.

A. O. Hurst, Toronto, spent several days last week in New York, getting posted on trade conditions in the American metropolis.

F. W. Law & Co., Limited, wholesale stationers, Winnipeg, Man., have entered a petition for the appointment of a liquidator.

Garnet Austin, brother of Frank Austin, of the Central Book Store, Galt, is dead. Deceased was employed in a store at Haliburton.

The Ideal Stationery Co., Hamilton, Ont., have assigned to W. G. E. Boyd. A meeting of the creditors was held on December 14.

Both George McLeod and Thomas Allen, of the firm of McLeod & Allen, Toronto, were in New York recently.

ronto, has assigned to N. L. Martin. His liabilities will total about \$3,000, with assets placed at the same figure. The date of the creditors' meeting has not been decided upon.

Henry Tietzen, of the Physical Culture Publishing Co., New York, is expected shortly to visit Canada in the interests of Physical Culture. He will call on the news trade in Toronto, Montreal and other cities.

Ernest Alfred Arnold, who bought out the book and stationery business of F. B. Bagshaw, Portage la Prairie, last July, is dead, having succumbed to an attack of typhoid fever. Mr. Arnold was born in Thorold. Later he lived in St. Catharines. Three years ago he went West and became commercial traveler for F. W. Law & Co., Winnipeg. He was 33 years of age.

Geo. D. Scott has been engaged by A. Roy MacDougall, of Toronto, to carry the latter's leather goods this season. He will cover the whole of Canada and will start shortly on his western trip. Mr. Scott was formerly in the leather goods business in Toronto, and later on was in business in Hamilton. He has been traveling the Maritime Provinces for the past five years.

John Graham, who has been with the Copp, Clark Co. for the past fifteen years, during eight of which he was senior salesman at the Toronto warehouse, goes on the road this year to look after the territory formerly traveled by Mr. Townley. Mr. Graham is thoroughly posted in the stationery business. He has already started on his trip, having opened in Calgary on January 4th.

W. A. ("Teddy") Westcott, will represent A. Roy MacDougall, of Toronto, this year in Ontario and Western Canada. Mr. Westcott has had a long experience in the stationery business. He started out with the Grigg Stationery Co., in Exeter, where he spent 7½ years. Later he was employed in Sarnia, Peterboro, and Ottawa. He will carry stationery lines only, and will set out on his route shortly.

As a result of expanding business, Cassell & Co. have been compelled to enlarge their premises. They have taken a portion of the second floor of the McLeod & Allen Building for their general offices and periodical departments, retaining the entire fourth floor for a stock room. This will enable them to handle their goods more expeditiously and give better facilities for

display. A handsome sample room, fitted in old English style will be a feature of the new premises.

The traveling staff of McLeod & Allen, Toronto, has been strengthened by the addition of J. C. Murrie, who for the past five years has been local salesman for the Toronto News Co. Mr. Murrie is a big genial Scotchman, a native of Kirkcaldy, Fifeshire, who will no doubt make a favorable impression on the trade. His territory will comprise Ontario and Eastern Canada. Before leaving his old position Mr. Murrie was presented with a grip and dressing-case from his fellow-employees.

The Religious Tract Society, London, Eng., have arranged for their representative, F. H. Bailey, to visit Canada in succession to John Morgan, who is now the society's representative in Australasia. Mr. Bailey will arrive about the end of January and expects to remain until the end of April, during which time he will visit all the important towns as far west as Vancouver. He will carry a complete set of samples of the society's popular publications, and there is no doubt that he will receive the same kind reception as was accorded to his predecessor.

The report in our last issue that the Canada Drug & Book Co. of Nelson, B.C., had sold out to W. E. Davidson of Vancouver shows how great a fabrication can be made out of a grain of truth. The truth in this case was that P. Lamont, proprietor of the Drug & Book Co., having gone to California for a well-earned holiday, arranged with a former employee, W. E. Davidson, now of Clark & Stuart, Vancouver, to take charge of the store during his absence. Mr. Lamont has made a great success of the book business in the West, starting some years ago in a small way in Regina. He will spend the winter at Coronada.

Curtis W. Coe, who has been traveling for the publishing department of A. C. McClurg & Company in Canada and cities of the middle West and South, including Texas and the South-Eastern Atlantic States, will now represent the Dodge Publishing Company, of New York City. His territory includes Canada and the middle Western States. Mr. Coe was born in New Hampshire, lived in Boston for many years, and from there traveled through the larger Eastern cities for the Pilgrim Press, of Boston and Chicago. He later was manager of their Chicago store. He has had the advantage of a large retail and wholesale experience and is well and favorably known to the trade of the country.

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represents the highest possible quality in correspondence stationery and when it appears in connection with such papers as

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you may be very sure they will be in every way satisfactory to you and the user of them. They cover all finishes and weights and are made in a wide variety of colors. We have, too, in addition to these, many other styles at different prices, all being the best of values.

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The first roll of wall paper made in Canada was marked "Staunton." The best is still marked so.

We have a little booklet we would like to send you. It will be forwarded to you free if you will write for it. This

little book deals quite frankly with the question of wall paper as a stock to be carried in connection with books and stationery. It tells of profits, costs, etc., etc. You cannot very well afford to be without the information it contains. Send for it, mentioning the Bookseller and Stationer and we will include a free copy of the interesting wall paper magazine, Gilt and Glimmer.

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The Staunton Diamond Trade Mark on wall paper corresponds with the Sterling mark on silver.



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of our Spring range of stocks before the best part is gone. We want you to see our line of specially good values which our travellers have with them. It certainly will be to your advantage to get our prices before ordering.

Valentines, Easter Goods

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Spring and Summer Goods

including Hammocks, Fishing Tackle, Rubber Balls, Marbles, School Supplies, Easter Novelties, Garden Sets, Sporting Goods, Sand Sets, Baseball Supplies. : : :

The Sutcliffe-Edmison Co., Limited

76 YORK STREET, TORONTO

COPYRIGHTS—Books Entered for Copyright at Ottawa during the Month of December.

Copyright Books.

The Story of Old Kingston. By Agnes Maule Machar. (Book.) The Musson Book Company, Limited, Toronto.

Calgary Pageant, 1908. (Book.) J. A. Irvine, Calgary, Alberta.

The Story of the Years. A History of the Woman's Missionary Society of the Methodist Church, Canada, from 1881 to 1906. Volume I. (Book.) Annie L. Ogden, Toronto.

The Rose Celeste. Published in "The Morning Leader," Regina, Saskatchewan. (Temporary Copyright.) Bertha C. Foster, Regina, Saskatchewan.

The Tercentenary. (Cardboard sketch of Character Scenes and photographs of the most prominent personages who took part in the same, and Poem.) John W. Campbell, Toronto.

Almanac Commercial et Industriel, 1909.. (Livre.) Aubin et Berube, Hull, Quebec.

Where the Buffalo Roamed. By E. L. Marsh. With Introduction by R. G. MacBeth, M.A. With Illustrations from Paintings by Paul Kane, and from Photographs and Drawings. William Briggs, Toronto.

A Lecture on the Nature and Cure of Ailments and Diseases. By Theophilus Wesley Langille. (Book.) Theophilus Wesley Langille, Halifax.

The Life Agents Manual. (Book.) Richard Wilson Smith, Montreal.

Suggestions 1909. (Chart.) Henry D. Bayne, Montreal.

Fore ! A Few More Golf Shots. By W. Hastings Webling. (Booklet.) W. Hastings Webling, Brantford.

My Lady of the Snows. By Margaret A. Brown. (Book.) Margaret A. Brown, Brantford.

Belcher's Farmers' Almanac for the Maritime Provinces, 1909. McAlpine Publishing Company, Limited, Halifax.

Droit Public de l'Eglise—Principes Generaux. Par Mgr. Louis Adolphe Paquet. (Livre.) Louis Adolphe Paquet, Pretre, Quebec, Quebec.

Harvests in Many Lands. Edited by Rev. W. S. McTavish, B.D., Ph. D. (Book.) William Briggs, Toronto.

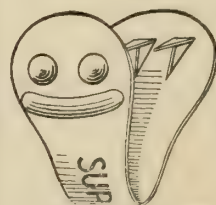
Elements de Geometrie Pratique. Par les Freres des Ecoles Chretiennes. (Livre.) Ferdinand Louis Jeandron, Montreal.

Poetical Tragedies. By Wilfred Campbell, L.L.D. (Book.) William Briggs, Toronto.

The Garden of Allah. By Robert Hitchens. Dramatic version by Violet Irwin. (Book.) Violet Irwin, Toronto.

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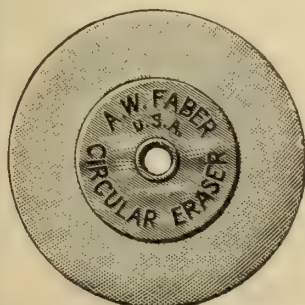
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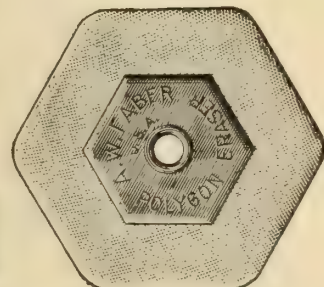
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Periodicals That Sell

A list of the leading periodical publications of the day with trade particulars about price, return privileges, etc. Readers are requested to give these periodicals a good show.

Scribner's Magazine has been for 22 years THE MOST POPULAR MAGAZINE OF ITS CLASS IN AMERICA. It has its established place in the homes and affections of cultivated people from the Atlantic to the Pacific, and many of such appreciative friends are Canadians. The retail price is twenty five cents per copy. To newsdealers it pays a liberal profit and unsold copies are fully returnable. An illustrated prospectus fully describing attractions for the coming year sent free upon request. Liberal supplies of advertising matter furnished to newsdealers for monthly display. CHARLES SCRIBNER'S SONS, Publishers, Fifth Avenue, New York City.

The Busy Man's Magazine offers the dealer greater inducements than any other Canadian publication. It is the most popular magazine on the market, fully returnable, and allows the trade the wildest margin. It has the bull dog grip; it holds its readers every month, thus enabling the bookseller to build up a substantial business. Price to trade 14 cents; retail 20 cents. Order from your news company. BUSY MAN'S MAGAZINE, Toronto.

The Rider of the Plains. By Amy H. Keane. (Poem.) Amy H. Keane, Brantford, Ont.

The Toronto Masonic Blue Book. Andrew H. McDowell, Toronto.

Repertoire de la Revue Legale et de la Revue de Jurisprudence sous forme Alphabetique et Chronologique. Par J. J. Beauchamp, LL.D., C.R. (Livre.) Wilfred John Wilson et Theophile Lafleur, Montreal.

A Christmas Carol. By Charles Dickens. Edited with Notes by J. F. Van Every, B.A. (Book.) Morang Educational Company, Limited, Toronto.

The Canadian Accountant. By S. G. Beatty and J. W. Johnston, F.C.A. (Book.) J. W. Johnston, Belleville.

Latin Composition. By George W. Mitchell, M.A. (Book.) The Macmillan Company of Canada, Limited, Toronto.

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New York

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BEGINNING with the February number, an extended and complete series of charts will be issued with the PHYSICAL CULTURE Magazine. A chart will accompany each issue of the magazine as a supplement.

These charts will be handsomely printed in two colors with many beautiful engravings illustrating a series of body-building exercises by Bernarr Macfadden. Chart will be 12½ by 18½ inches in size, and will be printed on heavy coated paper.

We would suggest that you call your customer's attention to this notable addition to the leading periodical in its field, and that you will give the sample copies of this supplement which will be sent you on application, a good live display.

We are printing an extra large edition of the February issue, and we are going to do a lot of general advertising to create a demand for it. We would thank you to increase your original order for February PHYSICAL CULTURE accordingly, as it will be difficult for us to supply your News Co. with copies in addition to their initial shipment.

Remember PHYSICAL CULTURE is fully returnable within 60 days. Price to you 11 cents from your News Co. A postal card requesting us to forward posters showing these charts will meet with immediate attention.

PHYSICAL CULTURE PUBLISHING COMPANY

Circulation Dept.

FLATIRON BUILDING, NEW YORK

British Magazines and Periodicals

The proprietors of the under mentioned British publications solicit the assistance of Canadian Booksellers and Newsdealers in promoting circulation in the Dominion and request that the trade keep well supplied with their various publications. Bookseller and Stationer may be referred to for further information.

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Ramsay, A., & Sons, Montreal.

Art Publishers.

Copp, Clark Co., Toronto.

Books and Magazines.

American Code Co., New York.
 Baker's Book Shop, Birmingham, Eng.
 Briggs, Wm., Toronto.
 Busy Man's Magazine, Toronto.
 Cassell & Co., Toronto.
 Clark Bros., Winnipeg, Man.
 Farm, Field and Fireside, London, Eng.
 Henry Frowde, Toronto.
 Imperial News Co., Toronto.
 Mark Lane Express.
 Morton, Phillips & Co., Montreal.
 Phelps Pub. Co.
 Physical Culture Co.
 "Publisher's Circular," London, Eng.
 Scribner's Magazine, New York.

Blank Books.

Brown Bros., Toronto.
 Buntin, Gillies & Co., Hamilton.
 C. H. Elliott Co., Philadelphia, Pa.
 "Copp, Clark Co., Toronto.
 Smith-Davidson & Wright, Vancouver, B.C.
 Warwick Bros. & Rutter, Toronto.
 Business Show.
 National Trade Show Co., Chicago.

Calendar Desk Pads.

Weeks, A. A., Mfg. Co., New York.

Carbon Paper.

Peerless Paper and Ribbon Co., Toronto.
 Carter's Ink Co., Boston, Mass.
 Underwood, John, & Co., Toronto.

Christmas Cards, Calendars, Labels.

Copp, Clark Co., Toronto.
 Dennison Mfg. Co., Boston, Mass.
 Ritchie, Wm., & Sons, Ltd., Edinburgh, Scotland.

Clips for Fountain Pens.

Consolidated Safety Pin Co., Bloomfield, N.J.

Crepe Paper, &c.

Dennison Mfg. Co., Boston, New York, Montreal.

Elevators.

Otis-Fensom Co., Toronto.

Fancy Goods—Novelties.

Brown Bros., Toronto.
 Clark Bros., Winnipeg, Man.
 Copp, Clark Co., Toronto.
 Smith-Davidson & Wright, Vancouver, B.C.
 Sutcliffe-Edmison Co., Ltd., Toronto.
 Warwick Bros. & Rutter, Toronto.

Files.

Spiro Mfg. Co., New York.

Financial Institutions and Insurance

British-American Assurance Co., Toronto.
 Metropolitan Bank, Toronto.
 Western Assurance Co., Toronto.

Fountain Pens.

Brown Bros., Toronto.
 Copp, Clark Co., Toronto.
 Librairie Beauchemin, Ltd., Montreal.
 Warwick Bros. & Rutter, Toronto.

Fountain Pen Klips.

Consolidated Safety Pin Co., Bloomfield, N.J.

Glue, Paste and Mucilage.

Carter's Ink Co., Montreal.
 Higgins, Chas. M., & Co., Brooklyn.

Glue Pencils.

Carter's Ink Co., Boston.

Gummed Labels.

Dennison Mfg. Co., Boston.

Inks—Writing.

Brown Bros., Ltd., Toronto.
 "Copp, Clark Co., Toronto.
 Carter's Ink Co., Montreal.
 Davids, Thaddeus Co., New York.
 Higgins Chas. M., & Co., Brooklyn.
 Payson's.
 Reliance Ink Co., Winnipeg, Man.
 Smith-Davidson & Wright, Vancouver, B.C.
 Underwood, John, & Co., Toronto.
 Warwick Bros. & Rutter, Toronto.

Leather Goods.

Brown Bros., Ltd., Toronto.
 A. Roy McDougall, Toronto.
 Rumpp, C. F., & Sons, Philadelphia, Pa.

Letter Presses.

Jas. Smart Mfg. Co., Brockville, Ont.

Maps.

Renouf Publishing Co., Montreal.

Paper Fasteners.

Superior Mfg. Co., Sidney, Ohio.

Paper.

Brown Bros., Ltd., Toronto.
 Buntin, Gillies & Co., Ltd., Hamilton.
 Hurd, Geo. B., & Co., New York.
 Northern Mills Pulp & Paper Co., Montreal.

Pens.

Alliance Fountain Pen Co., London, Eng.
 Beaumel, D. W., Co., New York.
 Brown Bros., Toronto.
 Buntin, Gillies Co., Hamilton, Ont.
 Copp, Clark Co., Toronto.
 Esterbrook Pen Co., New York.
 Field, Nathaniel, New York.
 Heath, John, London.

Hinks, Wells & Co., Birmingham, Eng.
 Librairie Beauchemin, Ltd., Montreal.
 Macniven & Cameron, Edinburgh and Birmingham.

Sanford & Bennett Co., New York.
 Smith-Davidson & Wright, Vancouver, B.C.
 Spencerian Pen Co., Birmingham, Eng.
 Warwick Bros. & Rutter, Toronto.
 Waterman, L. E., Co., Ltd., Montreal.

Pencils—Crayons—Erasers.

Brown Bros., Ltd., Toronto.
 Copp, Clark Co., Toronto.
 Faber, A. W., Newark, N.J.
 Librairie Beauchemin, Ltd., Montreal.
 Ramsay, A., & Son, Montreal.
 Smith-Davidson & Wright, Vancouver, B.C.
 Standard Crayon Co., Danvers, Mass.
 Warwick Bros. & Rutter, Toronto.

Photographic Supplies.

Ward & Co., Montreal.

Picture Puzzles.

Ullman Mfg. Co., New York.

Playing Cards, Games, etc.

Buntin, Gillies & Co., Hamilton.
 Consolidated Lithographing & Mfg. Co., Montreal.

Copp, Clark Co., Toronto.
 Goodall, Chas., & Sons, London.
 Hurst, A. O., Toronto.
 Warwick Bros. & Rutter, Toronto.

School Supplies.

Buntin, Gillies Co., Hamilton.
 Clark Bros. Co., Winnipeg.
 Copp, Clark Co., Toronto.
 Harcourt, E. H., Co., City.
 Smith-Davidson & Wright, Vancouver, B.C.
 Warwick Bros. & Rutter, Toronto.

Souvenir and Picture Post Cards.

Copp, Clark Co., Toronto.
 Otto Leder, Saxony, Germany.
 Neumann, W., & Co., Berlin, Germany.
 Verlag Ant. Gerstenkorn, Hamburg.
 Warwick Bros. & Rutter, Toronto.

Stapling Machines.

Aeme Staple Co., Philadelphia.

Telegraph Codes.

American Code Co., New York.

Toys, Games, Etc.

Sutcliffe-Edmison Co., Toronto.

Typewriter Supplies.

Carter's Ink Co., Montreal.
 Peerless Paper & Ribbon Co., Toronto.
 Mittag & Volger, Park Ridge, N.J.
 Underwood, John, & Co., Toronto.

Wall Papers.

Stauntons Limited, Toronto.

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The Canadian Bookman

A Monthly Review of Contemporary Literature Devoted to the
Interests of Canadian Bookbuyers

Volume I, No. I

January, 1909

10c per copy, \$1.00 per year



R. W. SERVICE

The Canadian Kipling of Whose First Book, "The Songs of a Sourdough,"
28,000 Copies Have Been Issued.



MINIATURE OF SIR ISAAC BROCK.
From the "Life of Brock," by Walter Nursey. (Briggs).

GOSSIP OF THE MONTH.

IT was to be expected that Robert W. Service, the poet of the Yukon, having achieved such a success with his first volume of verse, "The Songs of Sourdough," would venture again sooner or later to test the favor of the public. His new book of poetry to be issued in the near future will bear an equally curious title, "The Ballads of a Cheechaco." The term "Cheechaco" means exactly the opposite of the term "sourdough." Sourdough, as almost everyone knows, means an old-timer, the term originating with the custom of the old miners of saving a piece of sour dough from one baking to act as yeast for the next baking. Greenhorns or tenderfeet did not know this custom and so the term sourdough became synonymous with old-timer. It is interesting to note that the number of copies issued of "The Songs of Sourdough" has reached 28,000, which is a remarkable figure for a Canadian book, and poetry at that.

Just about Christmas time, when the public are scurrying around making endless purchases for the holiday season, it would seem as if the publishers could settle down and enjoy the fruit of their labor. But those who know the ins and outs of a publisher's life will tell you that the holiday season is no time of rest for the purveyor of literature. One by one the Canadian publishers slip away to London or New York to make

their arrangements for the next season. And the funniest part of it to an outsider is to watch the efforts that are made to keep one another in the dark as to their movements, for competition is keen in the book world.

It is an interesting study to examine the records of the best-selling books in Canada from month to month. These lists of best sellers are supplied by the leading booksellers in the various cities mentioned and from the local lists a summary is compiled for all Canada. The December summary is somewhat extraordinary in that the leading books are so closely bunched together. Usually the first six are separated by fair sized gaps, but this month there is not only a tie for first place, but a tie for second and fifth places as well. To be just, we must include all these titles, making a list of nine books instead of the usual six.

Writing from the Canadian standpoint it is gratifying to note that of the nine books mentioned, three are by Canadian authors, and genuine stay-at-home Canadian authors at that. Moreover the honor of occupying first place is accorded to a Canadian lady, Mrs. McClung, of Manitou, Manitoba. The writer has been compiling this list of Canadian best sellers for six years now, and to his best recollection, only one Canadian author has ever reached the top before,—Rev. C. W. Gordon, (Ralph Connor.)

The other Canadian authors to attain the distinction of large sales are Rev. R. E. Knowles, of Galt, and Miss L. M. Montgomery, the Prince Edward Islander. Their books, "The Web of Time" and "Anne of Green Gables," occupying fourth and fifth places respectively.

In one respect Canada is fortunate and that is, generally speaking we are only offered the best fiction of the season. A good deal of discrimination is exercised by Canadian publishers in their choice of books. They have the range of both the English and United States markets to choose from and generally contrive to select only the best contemporaneous work. A great deal of useless trash is thus kept out of the country and book-sellers are not confronted with a conglomerative mass of fiction to order from. On the other hand we do miss



CANADA'S MOST POPULAR AUTHORESS
Nellie L. McClung, of Manitou, Manitoba, whose "Sowing Seeds in Danny" heads the Latest List of Best Sellers.

some good things, but these are usually brought in for the following season.

It may not be generally known that we have in Canada an author, or rather an authoress, one of whose books has sold to the astounding number of over 400,000, and has been translated into three foreign languages. The authoress is Miss Marshall Saunders, of Halifax, and the popular book is "Beautiful Joe." Miss Saunders wrote this story in competition for a prize of \$200, offered by the American Humane Educational Society, and spent six months over it. That was in 1894, since then she has written several other books, but none of quite the same popularity. While thinking of the success of this nature book, one naturally thinks of the success of other Canadian writers in the field of nature. Probably no other nation on earth has produced so many living nature writers as Canada.

I am a firm believer in the ultimate appreciation in

of the authors, judging by the number of books issued. Just from memory let me jot down a few titles. There is Burpee's "In Search of a Western Sea," Miss Laut's "Conquest of the Great Northwest," Tyrrell's "Across the Sub-Arctics of Canada," Cody's "The Life of Bishops Bompas," Harrison's "In Search of a Polar Continent," Marsh's "Where the Buffalo Roamed" and Mair's "Through the Mackenzie Basin." All these works without exception are thorough and authoritative, and their publication indicates a strong and growing interest in this immense and comparatively unknown region. That they will do much for the upbuilding of the North is indubitable.

I have been trying to figure out the number of books published in Canada in 1908 and I have ended up in a greater state of perplexity than when I began. What is a Canadian book? That is the crucial point. If we



AN OLD PICTURE OF THE BATTLE OF QUEENSTON HEIGHTS

Illustration from "The Life of Brock," by Walter R. Nursey.

value of many of the books at present being published in Canada, particularly historical works. Canada is a young country with a literature in the making. The day will assuredly come when historical research will become so developed and when the value of historical works will become so keenly felt, that the publications of to-day describing the early life of the country will double and treble in value, for the reason that the supply will be inadequate. Where will 500 copies of good historical work go when we have 500 cities in the land, each with a public library anxious to have a complete set of Canadian? Yet this is not too much to expect. The booklovers of the country will increase in number as the years roll on and collectors will be in evidence. And among them all will be some scarce volumes in the days to come.

Hudson's Bay and Northern Canada have received more attention last year than ever before at the hands

limit ourselves to books published in Canada solely, omitting all school and text books, all Government publications, all society reports, in fact everything except literary works, I find that last year we published in this country in the neighborhood of 70 volumes. But this is scarcely fair to our Canadian authors. Our three leading fiction writers of the year, R. E. Knowles, Mrs. McClung and Miss Montgomery, all had to go outside the country to secure primary publication. Their books are really Canadian books. If then we add to the seventy volumes mentioned those books by Canadian writers, which were printed and published outside Canada, (several of which were also issued in Canadian editions) the number is brought up to ninety. It is entirely possible that some of the titles included in the ninety should be omitted, as not falling under the category of a book, while others should be included. But it is a fairly close figure.



Traders Leaving Athabasca Landing for the North.

One of the Illustrations in "The Conquest of the Great North West" by Agnes C. Laut.

A Survey Of The Publishing Field

Books that have Recently
Been Published in Canada and
Books that will Shortly Appear.

It is more through ignorance than through wilful perversion of facts that many Canadians—and well-informed Canadians at that—make disparaging statements about the paucity of purely Canadian books. Perhaps it will surprise a good many that during the month of December there was quite a goodly number of valuable works produced, mainly in the department of history, biography and description. Let us take a survey of the field, noting under their various headings, some of the books that have appeared and that are about to appear.

History.

A. G. Bradley, whose interesting historical work, "The Fight for Canada," was published a few years ago, has written what may be termed a sequel with the title, "The Making of Canada," describing the events following the conquest of the country. This book was published last fall in England and now a Canadian edition is being brought out by the Copp, Clark Co., ready this month.

It is a somewhat unusual undertaking for a County Council to undertake the publication of a book, but this unique task is being carried out by the Council of Simcoe County. They are publishing a history of the county, the work of A. F. Hunter, of Barrie, and Warwick Bros. & Rutter, Toronto, have the contract for printing the volume.

Canadians will take a special interest in the latest volume of the series of descriptive histories of the great rivers of America, published by G. P. Putnam's Sons, New York, as it deals with the Niagara River. The author

is Archer Butler Hulbert, professor of American History in Marietta College, and the large volume of 319 pages is full of valuable descriptive and historical matter about the famous river. Chapters are devoted to General Brock and the War of 1812, while the concluding chapter contains a concise history of Toronto. The illustrations, which are numerous and admirably executed, are among the most interesting features. The work is large octavo in size and is strongly boxed. It sells at \$3.50 net.

Frank L. Wiles, 8 Pemberton Square, Boston, is publisher of an elaborate volume on "The Hunts of the United States and Canada," by A. Henry Higginson, M.F.H., and Julian Ingersoll Chamberlain. The edition is limited to 500 copies on laid paper at \$10 net and 100 copies on hand-made paper at \$30 net.

The first volume A.D. 1613-1680 of the Acts of the Privy Council of England, Colonial Series, edited by W. L. Grant, Beit lecturer in Colonial History at Oxford, and James Munro, university assistant in history in the University of Edinburgh, was announced for December publication.

R. E. Gosnell, Victoria, B.C., who has been a frequent contributor to magazines and newspapers on historical and literary subjects, is at present writing for the Victoria Times, a series of articles entitled "Bygone Days of British Columbia." These, Mr. Gosnell intends to put into book form during the coming year, if he can find time for the undertaking.

Laflamme & Proulx, Quebec, publish "L'Amerique Precolombienne," by Mr. Alphonse Gagnon. The book

is dedicated to Honorable Lomer Gouin, Premier of Quebec.

A copy of the Historical Papers read before the Art, Historical and Scientific Association of Vancouver, B.C., during the season 1907-08, has been received. The papers are three in number, "Early Navigators of the Pacific," by F. C. Wade, K.C., "The Search for the Fraser by Sea and Land," by Judge Howay and "History of Cariboo Wagon Road," by Walter Moberly, C.E. These are preserved in a neat 40-page booklet, printed by Clarke & Stuart Co., Vancouver, with paper cover attractively designed by F. Noel Bursill. Needless to say the three papers show careful research and form a valuable contribution to the early history of British Columbia.

Rev. Father P. W. Browne, of St. Patrick's Church, Halifax, a writer and lecturer of ability, is arranging for the immediate publication of an important historical work, entitled, "Labrador—Where the Fishers Go." It will be the first authentic account of the entire coast of Labrador ever published and will contain a map and

county, in the second volume. Careful work has been done by Mr. Taylor in the initial volume, particularly in the collection of genealogies. John Lovell & Son, Montreal, are the publishers. (\$1.50 and \$2.75.)

After many delays the Canadian Press Association's memorial volume, "A History of Canadian Journalism," has at last been published. It is a well-printed book of 242 pages, illustrated with portraits of the presidents of the Association. In addition to the story of the fifty years of the Association, there are articles by competent writers on the history of the press in the various Provinces of the Dominion. The book is issued at \$2 and may be had through the Secretary of the Association.

An interesting book was published in December by the McAlpine Publishing Company, of Halifax, entitled "Sketches and Traditions of the Northwest Arm," the work of John W. Regan, a distinguished young newspaper man of Halifax and president of the Nova Scotia Press Association. Mr. Regan has collected a vast amount of



HALF-BREEDS RUNNING BUFFALO.

From a painting by Paul Kane, by permission.

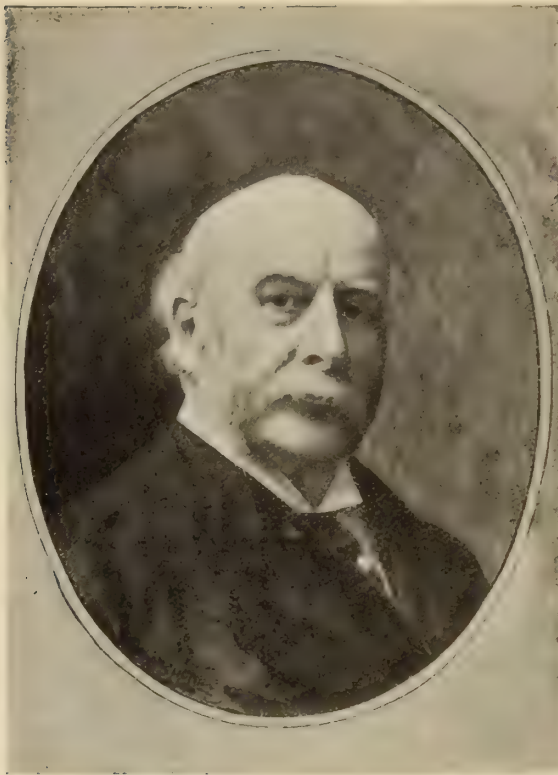
Illustrating "Where the Buffalo Roamed" by L. E. Marsh.

seventy-five illustrations from original photographs. Those who have had the privilege of reading the advance sheets pronounce it a fascinating piece of literature. Father Browne was formerly pastor of Whitbourne and Bonavista, in Newfoundland. His grandfather, the late Patrick Browne, was the first Newfoundlander to go north of Cape Harriston in quest of codfish. Before his time all the region beyond was a terra incognita. The price of the book will be \$1.50. At time of writing the author has not yet decided on a publisher.

Another valuable contribution to the list of local histories has been made by Rev. Ernest M. Taylor, M.A., of Knowlton, Quebec, who has written and published a "History of Brome County," under the auspices of the Brome County Historical Society. The present publication, containing 288 pages, is to be the first of two volumes covering the history of the county, the writer intending to supply a detailed history of each township making up the

entertaining matter in the 181 pages of his book, describing an interesting portion of Halifax harbor and its surroundings. The book is admirably illustrated and great credit is due to the McAlpine Publishing Company for its appearance. (\$1.00).

The author of "Myths and Facts of the American Revolution," while modestly disclaiming any pretension to being a writer of history, has, nevertheless, made a very exhaustive study of the documents furnished by the chief actors and leaders in the American Revolution in support of his contention that many of the popular and school histories dealing with that event are both untrustworthy and inadequate. The book is written in a spirit of fairness and fearless candor, yet with a desire to encourage a better mutual understanding between the two great nations involved in that historic struggle. It is the work of Arthur Johnston, a Canadian, now resident in San Francisco. (William Briggs, \$1.25).



LORD HALIBURTON

Son of Judge Haliburton ("Sam Slick"), a Biography of Whom is Promised for this Year.

A small brochure entitled "Irish Families in Ancient Quebec Records," containing the copy of an address delivered in Montreal, January 15th, 1872, by John O'Farrell, president of the Hibernian Benevolent Society of Quebec, has been reprinted through the instrumentality of Hon. Charles Murphy.

The Welland Tribune Print, Welland, prints: "Officers of the British Forces in Canada during the war of 1812-1815," issued by the Canadian Military Institute, and edited by L. Homfray Irving, honorary librarian.

When in 1889, the Prince and Princess of Wales visited Quebec, Dr. J. M. Harper published a memorial brochure, "The Earliest Beginnings of Canada," dedicated to the Prince. To mark the latest visit of the Prince, the author has republished this interesting prose sketch relating the incidents of the earliest voyages of Europeans to our country, together with two poems of some length. "Then and Now," and "The Silly Mission," an elegy conceived in the style and tone of Gray's famous poem.

Biography.

A notable achievement in Canadian publishing has been made by William Briggs, of Toronto, in the production of the first volume of the Canadian Heroes Series,—*"The Story of Isaac Brock,"* by Walter R. Nursey. The object of the series will be to provide Canadian boys and girls, both young and old, with the inspiring stories of their own national heroes, written from the national standpoint. In point of printing and binding, the first volume is very attractive, several of the illustrations being executed in colors. When the price is considered, 85 cents, the result is little short of marvellous. The second volume on Tecumseh is being written by Norman Gurd, of Sarnia.

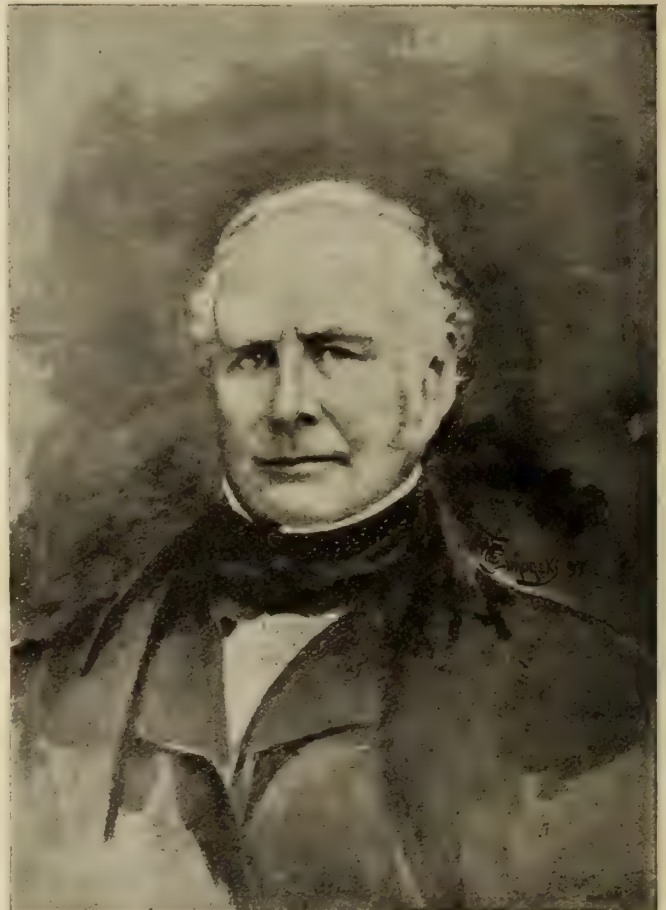
Henry Wilson, "One of God's Best," is the title of a life of Rev. Henry Wilson, D.D., at one time a resident

of Kingston. It is published by Alliance Press Co., 692 Eighth Avenue, New York, at \$1.00.

There are many to whom the name of Judge Haliburton is unfamiliar, but who do know "Sam Slick, the Clockmaker." They will be interested to hear that a life of Judge Haliburton's famous son, Lord Haliburton, is forthcoming this year, entitled "Memoirs of Lord Haliburton," by J. B. Atley. It will be fully illustrated, the publisher being William Briggs, of Toronto.

"Canadian Hymns and Hymn-Writers" is the title of a charming booklet compiled and published by Rev. A. Wylie Mahon, B.D., St. Andrew's-by-the-Sea, N.B., in which he gives sketches of William Bullock, Joseph Scriven, Robert Murray, Edward Hartley Dewart, Anna Louis Walker, Silas Tertius Rand, Charles Innis Cameron and Frederick George Scott. Portraits of each are tipped in. The booklet is exquisitely printed, the cover being an appropriate work of art, fastened with bows of ribbon. It is on sale at William Briggs, Toronto; E. J. Nelson and Co., St. John and B. A. Book and Tract Society, Halifax. (35 cents.)

A work of biography which should act as an incentive to many young Canadians is the memoir of Alfred William Stratton, contained in a volume of "Letters from India," by him, which has recently been published. Professor Stratton, who won great prominence in the world of Oriental study, was a Toronto boy of modest parentage, who worked his way up through the University and commenced his career as classical master in



Thos. Haliburton

A Striking Likeness of "Sam Slick," the Father of Humor in America

BOOKSELLER AND STATIONER

Hamilton. After occupying positions at John Hopkins University and in Chicago he became Registrar of Punjab University in India. The book is published by Constable & Co., for whom Copp, Clark Co. are agents.

Poetry.

The Nova Company, 126 Mansfield Street, Montreal. issue "New Patriotic Poems," by Nelson C. Gray.

One of the most important of December publications was the "Poetical Tragedies" of Wilfred Campbell, issued by Wm. Briggs, of Toronto, in a companion volume to his "Collected Poems." The new book contains the four tragedies, "Mordred," "Daulac," "Morning"

leaves, thereby representing nine holes of a golf course. On each of the eighteen pages, thus formed, appeared a poem. Mr. Webling's work possesses merit and will delight the heart of any golf player.

Reference Books.

"The Commercial Handbook of Canada," or "Heaton's Annual," is now in its fifth year, and the 1909 volume just published supplies a mine of valuable commercial information about Canada. Every imaginable subject having to do with Canadian business is touched upon from postal rates, and banks and branches to railway fares, boards of trade, custom tariffs, etc. Everything is ar-



THE PASSING OF THE PROPHET

An Example of Canadian Art as Applied to Book Illustration. This Picture is the Work of J. S. Gordon, of Hamilton, and it Appeared in "The Master of Life," by W. D. Lightall.

and "Hildebrand" the first and last of which were originally published in a small edition in 1895, while the other two are now appearing for the first time in book form. Mr. Campbell has received the greatest praise for his work in this volume from the critics and it is safe to say that it will be reckoned among Canada's poetical masterpieces. (\$1.50.)

W. Hastings Webling, secretary of the Brantford Golf Club, who is an enthusiastic golf player, recently published a pamphlet of verses on his favorite game. The pamphlet was in the shape of a folder opening out to nine

ranged in a handy form and the book is well indexed. The volume contains 416 pages, is cloth bound and sells at \$1.00.

Year by year in keeping with the growth of the Dominion, that valuable repository of information, the Canadian Almanac, grows in size and importance. The 1909 volume, the sixty-second in the series, is the largest yet issued, containing 496 pages. It would be a difficult matter to place one's finger on any subject relative to Canada, which is not dealt with. There are the usual Government Departments, with ample statistics, lists of

officers of societies, clergy lists, newspaper lists, etc., all corrected to date. To the business or professional man the Almanac is invaluable. It is published by the Copp, Clark Co.

General Literature.

Drury Lane Theatre is perhaps the best known of London theatres to the average Canadian, at least by name. To the writer it conjures up all that is delightful in the realm of dramatic art. The play at present on the boards there, "The Marriages of Mayfair," is probably the most outstanding drama of the season in London. It is the work of Cecil Raleigh, who it will be recalled was also the author of "The Sins of Society," which had a long and successful run at the same theatre last season. The latter play is to be brought to America this spring and the former in the fall. Meanwhile the Canadian public are to be given the story of "The Sins of Society," in book form, an edition being in preparation for February publication, by the Copp, Clark Co.

It is surprising how many Canadians are interested in the work of contemporary European writers. A couple of years ago Faggazzaro, the Italian, had quite a run

is not exaggerated, then fiction readers may smack their lips in anticipation of a sumptuous repast. This enthusiastic critic says, "it holds you like a live wire, for if once you touch it you cannot let go." As corroborative evidence the American publisher tells an unique story in connection with the printing of the book.

The first novel of the season to be issued in a Canadian edition is "Septimus," by W. J. Locke. It is not strange that there should be quite a vogue in Canada for the work of this novelist. The two novels from his pen, which were issued in this country last year, "The Morals of Marcus Ordeyne" and "The Beloved Vagabond," possessed an individuality and charm that placed them quite in a place by themselves. I am informed by the enthusiastic publisher that so well have these books taken with the Canadian public, he is arranging to introduce three of Mr. Locke's previous works this year.

That the Canadian reading public do appreciate, what may be termed high-class fiction, is abundantly attested by the favor with which the trio of novels of William De Morgan have been received. The advent of "Joseph Vance," created no little stir among novel readers, who had be-



Illustration from "The Old Loyalist," by Roger Davis.

here some four or five of his novels being issued in Canadian editions. Tolstoi has always had a band of admirers. And now another Russian writer is to be introduced to us, a man with the almost unpronounceable name of Warlaw Suoiszewski. His book of "Flight from Siberia," will be issued shortly by a Toronto house.

It appears the foreman of the plant where "The Red Mouse" was being printed came to the publisher with a story to the effect that he wished they had never taken "The Red Mouse" into their printing office as it was demoralizing the whole place. He stated to the publishers that half the time the proofs were lost because some of the employees had stolen them to read the story and when he came to figure up all the time lost by employees reading the story, instead of attending to type setting, he felt that they were losing money on the proposition. William Briggs will publish the Canadian edition.

If the remarkable statement of a reader of the manuscript of "The Red Mouse," one of this season's books,

come satiated with the problematic and sociological brand of fiction. "Alice-for-Short" endeared the author to a large circle of admirers, and "Somehow Good" proved his versatility to the satisfaction of everybody. Since its appearance I have been repeatedly questioned as to when there would be a new De Morgan. It is now a pleasure to be able to state that the Spring will witness the publication of the fourth novel from his pen, the title to be "Blind Jim."

The busy man's bible is a title which may aptly be given to a small volume of selected passages from the Bible arranged for daily devotional reading. There is a page for each day with appropriate selection taken verbatim from the Bible. The title of the book is "Ungilded Gold." It is published in Canada by The Copp, Clark Co., in cloth binding at 50 cents and leather at 75 cents.

Among this season's importation of the Copp, Clark Co. are editions of "The Up-to-Date Reciter," contain-

ing 96 large double column pages in attractive paper covers (25 cents); seven volumes of Mile's "Al Reciters" and "Humorists of the Pencil," containing comic illustrations from "Punch." Three numbers in the series are now ready, namely those containing the work of Charles Keene, Phil May and Raven Hill. These will be followed by others. (30 cents each.)

Henry Frowde, Oxford University Press, is arranging for a big edition of a bright little book of present day wisdom, entitled "The Knack of It," the work of Charles Battell Loomis. The book contains many wise sayings clothed in clever language, and the publisher feels that there should be a large demand for the book. (50 cents.)

The publication of the new India paper "Thackeray," by the Oxford University Press will probably have the same effect as the publication some years ago of the India paper "Dickens," that is to say, it will revive the interest in that great novelist. Thackeray's works are complete in seventeen volumes, to be had in either cloth or lamb skin binding.

in his influence against a trade which he is convinced is wholly evil. (John M. Poole Co. Cloth, \$1.25.)

Quite an imposing volume is "My Lady of the Snows," by Margaret A. Brown, a Brantford lady. The story deals with great problems and great issues in the political world of Canada's young nationhood. The writer is equally at home in discussing questions in the realm of faith and morals—the spiritual and the aesthetic, to which she brings a mind well equipped with a varied store of learning. She has kept ever before her high ideals and has succeeded in writing a book that will live and take a permanent place in our Canadian literature. (William Briggs: \$1.25.)

F. W. Musgrave, a Nova Scotia writer, has in "Gabrielle Amethyst" produced a story of a deeply religious tone. Gabrielle Amethyst, a young and beautiful girl of sensitive temperament, exemplifies in her life and ministrations the power of the religion of Christ to afford a consolation to the sorrowing and new joy and hope of the mourner. A book that appeals to what is most tender and gracious in human nature. (William Briggs: \$1.25.)



The House in Which William De Morgan Writes His Books.

The color work of the publishing house of T. C. and E. C. Jack has come to have a great reputation in Canada through the efforts of Copp, Clark Co., who are the agents for the British publishers. They are now issuing three serial publications, "The National Gallery," "Beautiful Flowers" and "Wild Beasts of the World." Each will consist of 17 parts and will contain 100 plates in color, besides numerous illustrations in black and white. All three sell at 30 cents, per part.

Fiction.

"The Harvest of Moloch," by Mrs. J. K. Lawson, of Toronto, is a story dealing with the evils of the drink traffic, of more than ordinary interest. The scene is laid partly in Scotland and partly in the Canadian Northwest. Violet Mickledool, the heroine, shows her devotion to principle by giving up a fortune made out of a business that leaves only sorrow and ruin in its track, and devoting her life to works of charity. Her lover, Geoffrey Webster, plays an equally noble part and throws

Very handsome indeed is the collection of "Little Stories of Quebec," by Professor James Edward Le Rossignol, which appeared in December from the publishing house of Jennings and Graham in Cincinnati. Professor Le Rossignol is a native of Quebec and was educated at Huntingdon Academy, Montreal High School and McGill University, later going to Leipzig for his Ph.D. He became professor of economics in Denver University and the University of Nebraska. His little book tells of the daily life and doings of the people of old Quebec. It is exquisitely illustrated and decorated, each page having a picture border in colors.

The Broadway Publishing Company, 835 Broadway, New York, are the publishers of a new and revised edition of "The Mystic Spring and Other Tales of Western Life," by Hon. D. W. Higgins, of Victoria, B.C., who was for nine years Speaker of the Legislature of British Columbia. In his preface the author notes that the first edition (published by William Briggs, Toronto) has been out of print for many months. He has varied

some of the situations and changed the names of a few characters in the new edition, which has been well printed and illustrated by the new publishers. (\$1.50.)

"Anne of Avonlea," by Miss L. M. Montgomery, author of "Anne of Green Gables," will not be published by L. C. Page & Co. until the fall.

W. H. P. Jarvis, of Ottawa, has in "A Remittance Man's Letters to His Mother," written a most readable account of a young Englishman's experience in Western Canada. After spending £1,000 to no purpose he returns to Winnipeg penniless, makes a fresh start and succeeds. One wishes that every intending emigrant from the Old Country could read these letters—a valuable contribution to the right understanding of the people and conditions of life in this country. The book has been published simultaneously in London and Toronto. (Musson Book Co.: \$1.50.)

Description.

John M. Clarke, New York State Geologist, 92 Lancaster Street, Albany, has published "Sketches of Gaspe," containing chapters on "The Scenery of the Mountains,"



MARSHALL SAUNDERS

A Halifax Lady, Whose "Beautiful Joe" has Been for Years a Popular Juvenile. Her New Book, "My Pets," Promises to Have an Equal Popularity.

"The Great Rock Folds and Troughs," "Perec Mountain," "The Rocks and the People," "The Early Settlements," "Historical Sketch of the Codfishery," etc. The book is bound in green library cloth, with large color plate and several plates in black and white. (\$1.25).

"The Rockies of Canada" is the title of a revised and enlarged edition of "Camping in the Canadian Rockies," by Walter Dwight Wilcox, which G. P. Putnam's Sons will shortly publish. It contains more than 40 photographs and other illustrations from original photographs, with maps. (\$3.50 net.)

Miss Agnes Laut, who last summer made a 1,500-mile trip down the Saskatchewan River in company with Miss Gertrude Simpson, of Winnipeg, will publish her experiences this year in book form.

A year or more ago Gertrude Balmer Watt, who is a staff contributor to the Edmonton Saturday News, issued a small book of 52 pages entitled, "A Woman in the West," containing a number of entertaining sketches of Western life. This book was so well received that its author decided to repeat the experiment and towards the close of last year, she issued through the News Publishing

Co., of Edmonton, a somewhat larger book along similar lines to which she gave the title, "Town and Trail." The new book contains 85 pages, and is daintily printed. It will serve to give a still more intimate picture of life in the West. (50 cts.)

The publication of a book of travel, entitled, "In Search of a Polar Continent," by Alfred H. Harrison, is confirmation of the fact that Arctic exploration still allures and still fascinates in spite of the hardships that it entails. Mr. Harrison has recorded with fulness of detail a two years' excursion into the country adjacent to the Mackenzie River. He has made an accurate survey of the region and has added valuable contributions of a scientific and geographical character, which go far to confirm the conviction that a great future awaits this little known part of our wide Dominion. The book is a handsome one, freely illustrated, and has an appended map of the survey and observations made by the author. (Musson Book Co., \$1.50).

In "A Noble Company of Adventurers," Rufus Rockwell Wilson tells about seven classes of brave men. The first two are the men of the Hudson's Bay Company and the Northwest Mounted Police. Both are described in entertaining fashion for young readers. The book, which is illustrated, is published by B. W. Dodge & Co., New York.

"In Old Quebec and Other Sketches," by Byron Nicholson, of Quebec, was one of the numerous literary products of the Tercentenary Year and a very accurate and graphic account, not only of Quebec, but of Canada as it is to-day, does it present. The author is fervently patriotic, proud of his city and his country, steeped in its historic lore and confident of its destiny. To the essays on Quebec and Canada, are added chapters on "The Ethics of War," "The Charms of Bermuda" and "The Companionship of Books." The whole book is illustrated with a large number and variety of half-tone plates, which add to its interest.

Miscellaneous.

"The Romance of American Expansion," by H. Adlington Bruce, a Canadian, now resident in New York, which has made so marked a success in the Outlook this year, will be published early in 1909, by Moffat, Yard & Company.

There will be interest in Canada over the re-issue by Henry Frowde of John Galt's "Annals of the Parish." Mr. Galt was the commissioner in Canada West of the Canada Land Company, and gave his name to the town of Galt, in Ontario. His son, Sir Alexander Tilloch Galt, filled a big place in Canadian public life for many years, and was the first Minister of Finance in the Dominion of Canada. Mr. Galt's stories are full of interest and quiet humor.

William Hardy Alexander, professor of classics in the new University of Alberta, is the author of "Some Textual Criticisms on the Eighth Book of the De Vita Caesarum of Suetonius," which the University of California Press has published.

"Gibbs Travelers' Route and Reference Book of the United States and Canada," published by Gibb Bros. & Moran, 45 Rose Street, New York, contains 61 complete route maps. (\$3.00).

Christian McLeod, which is a pen-name for a lady living in Milton, Ontario, has published through the Revell Co., of New York, a book entitled, "The Heart of the Stranger," in which she treats of Miss Lindsay's Settlement work in New York. It is a book well worthy of study by everyone who has the welfare of neglected children at heart. Her motive is love for children who have never

had a chance and her method is first to win their affections and confidence and then to develop along natural lines. The principle on which she works has Christianity for its basis and good citizenship for its object. Her work lies chiefly among the Italian children in the upper East Side of New York.

Mr. Jerome Internoscia, of Montreal, advocate, and Consul-General of Italy, has prepared "A New Code of International Law," consisting of 5,657 articles, printed in English, French and Italian, which he has spent five years in writing. We understand that he has not yet selected a publisher.

Kate Simpson Hayes, of Victoria, B.C., is the author of a dainty booklet containing the first Indian legend produced in Western Canada, called "The Legend of the West." She placed it on sale as a Christmas souvenir, and a very attractive gift book it makes. The illustrations, which embellish it, are the work of Lilian J. Clarke. The price is \$1.00 in the West, and \$1.25 in the East.

G. M. Fraser, librarian, Public Library, Aberdeen, has collected a number of essays on literary subjects into a volume with the title, "The Lone Shieling or the Authorship of the Canadian Boat Song." The first essay gives its title to the book. In it Mr. Fraser brings forward conclusive evidence that the poem was the work of "Christopher North." The other papers in the book, while not of immediate interest to Canadians, are most readable. The publishers are William Smith & Sons.

THUMB NAIL REVIEWS.

THE WAY TO LIVE. By George Haekenschmidt. London: Health & Strength, Ltd. Cloth, 2s 6d net. A practical hand-book of exercises intended to develop and strengthen the body.

THE TRAGEDY OF MAN. By Imre Madach. Translated from the Hungarian by William N. Loew. New York: the Arcadia Press, 150 Nassau Street. Cloth, \$1.50 net. A drama of intense power, which has been played successfully for a quarter of a century at Budapest and Vienna.

THE BIBLE—A MISSIONARY BOOK. By Robert F. Horton, M.A., D.D., Edinburgh and London: Oliphant, Anderson & Ferrier. New edition. This is a simpler and cheaper form of the author's earlier work on this subject. In it he presents the argument for Biblical sanction of missionary effort, simply and strongly.

THE SECRET OF THE GOLDEN KEY. By Lucilla. Methodist Publishing House. London. 6s. A romance of the sixteenth century in France, having for its climax the massacre of St. Bartholomew. The life depicted is that which prevailed under the feudal system when fair dames and brave knights played their parts amid much romantic glitter and show. Love, adventure, a haunted chamber and a hidden treasure are some of the elements in this sensational and well-told tale.

THE READER'S LIBRARY. Vols. I. and II. The Great English Letter Writers, by W. J. Dawson and Coningsby Dawson. Fleming H. Revell Co., Toronto. \$1 each. This new literary series contains an admirable selection of letters illustrative of the development of letter writing. Each volume opens with an essay which treats of this department of literature from a historic and critical standpoint. Setting aside chronological order, some of the greatest English exponents of the art of letter writing are grouped under appropriate

headings. These books will prove a delight equally to the student and to the general reader.

QUIET TALKS WITH WORLD WINNERS. By S. D. Gordon. Wm. Briggs, Toronto. 75 cents. This book aims at an intimate heart to heart talk with Christians about personal life and service. That service though it begins with the nearer interests of the home, the church and one's own country, is not circumscribed by these. The obligation to service extends to the whole world. The writer shows that the duty of the hour in relation to foreign missions is greatly accentuated by the imperative call for the Gospel of Jesus as the true basis for the western civilization now spreading over the whole world. A very timely and convincing book.

CONCERNING THE CHRIST. By J. D. Freeman. Wm. Briggs, Toronto. \$1.25. Incidents in the life of Christ are here treated as separate themes of reflective study. With deep insight and spiritual perception the old, yet ever new subject of the wonderful life of



MISS L. M. MONTGOMERY

Whose "Anne of Green Gables" is One of the Popular Books of the Month.

Jesus and the far-reaching significance of his teachings are here presented in beautiful language and in a form which is simple yet at the same time subtle and persuasive. The book must prove a delight to every true disciple of Christ.

THE QUEEN'S GATE MYSTERY. By Captain Henry Curties. Boston: Dana Estes & Co. Cloth, \$1.50. Here is a novel with all the elements of success, essentially modern in its setting and bristling with incident. That the murder of a London tradesman should affect the map of Europe seems wildly improbable, but such is the ingenuity of Captain Curties that on laying down the book the reader is bound to confess that it all might very well have happened in real life. The characters are exceedingly well drawn, and the author's style is far more vivacious than is usually the case in fiction of a sensational kind.

THE CONVENTIONALISTS. By Robert Hugh Benson. Toronto: The Musson Book Co. \$1.25. An interesting study of the processes by which a young man is led to

BOOKSELLER AND STATIONER

exchange the conventionalities of social life for the conventionalities of the cloister. Algernon Banister, a young man of good family, much given to introspection, finds his individual life much hampered by his social obligations develops into the mystic and the contemplative, makes the great renunciation and voluntarily submits himself to the more circumscribed conventionalities of an English monastery.

LIFE OF THE REV. JOHN WATSON, D.D. By W. Robertson Nicoll. Toronto: the Westminster Co. \$1.50. The great popularity of this new book has already ex-

hausted the first edition. This it owes largely to the outstanding prominence of both the writer and the subject. Dr. Watson possessed just those personal and literary qualities which afford the keenest interest to biography. And Dr. Robertson Nicoll, from whom much was expected, has measured up to the highest expectations of his friends and admirers by the manner in which he has portrayed the man who through his "Bonnie Brier Bush" has endeared himself to readers on both sides of the Atlantic. No more delightful book has been published this season.



Daniel Mulcahey Watson and Robert Robbin Watson, otherwise known as "Bugsey"
Taking the Air. Characters in "Sowing Seeds in Danny" by Nellie L. McClung.

Best Selling Books of the Month.

Brantford.

1. Lady of the Snows. By M. Brown. Briggs.
2. Web of Time. By R. E. Knowles. Frowde.
3. Holy Orders. By Marie Corelli. Briggs.
4. Trail of Lonesome Pine. By John Fox, jr. McLeod.
5. Out-of-Doors in Holy Land. By H. Van Dyke. Copp.
6. Great Fight. By W. H. Drummond. Briggs.

Calgary.

1. Lewis Rand. By Mary Johnston. Briggs.
2. Riverman. By S. E. White. Musson.
3. Trial of Lonesome Pine. By John Fox, jr. McLeod.
4. Web of Time. By R. E. Knowles. Revell.
5. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
6. Man from Brodney's. By G. B. McCutcheon. Briggs.

Charlotteown.

1. Anne of Green Gables. By L. M. Montgomery. Page.
2. Trail of Lonesome Pine. By John Fox, jr. McLeod.
3. Sowing Seeds in Danny. -By Mrs. McClung. Briggs.
4. Fly on the Wheel. By K. C. Thurston. Briggs.
5. Lewis Rand. By Mary Johnston. Briggs.
6. Man from Brodney's. By G. B. McCutcheon. Briggs.

Chatham.

1. Web of Time. By R. E. Knowles. Frowde.
2. Lewis Rand. By Mary Johnston. Briggs.
3. Treasure Valley. Marian Keith. Westminster.

4. Holy Orders. By Marie Corelli. Briggs.
5. Soul of Dominic Wildthorne. By J. Hocking. Copp.
6. Peter. By F. H. Smith. McLeod.

Edmonton.

1. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
2. Anne of Green Gables. By. L. M. Montgomery. Page.
3. Dianna Mallory. By Mrs. Ward. Musson.
4. Peter. By F. H. Smith. McLeod.
5. Riverman. By S. E. White. Musson
6. Trail of Lonesome Pine. By John Fox, jr. McLeod.

Guelph.

1. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
2. Songs of a Sourdough. By R. W. Service. Briggs.
3. Great Fight. By W. H. Drummond. Musson.
4. Dianna Mallory. By Mrs. Ward. Musson.
5. Riverman. By S. E. White. Musson
6. Web of Time. By R. E. Knowles. Revell.

Halifax.

1. Anne of Green Gables. By L. M. Montgomery. Page.
2. Lewis Rand. By Mary Johnston. Briggs.
3. Holy Orders. Marie Corelli. Briggs.
4. Web of Time. By R. E. Knowles. - Revell.
5. Peter. By F. H. Smith. McLeod.
6. Sowing Seeds in Danny. By Mrs. McClung. Briggs.

BOOKSELLER AND STATIONER

Hamilton.

1. Web of Time. By R. E. Knowles. Frowde.
2. Trail of Lonesome Pine. By John Fox, jr. McLeod.
3. Riverman. By S. E. White. Musson.
4. Testing of Dianna Mallory. Mrs. Ward. Musson.
5. Peter. By F. H. Smith. McLeod.
6. Sowing Seeds in Danny. By Mrs. McClung. Briggs.

Moncton.

1. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
2. Heart of a Child. By Frank Danby. Copp.
3. Peter. By F. H. Smith. McLeod.
4. Web of Time. By R. E. Knowles. Revell.
5. Dianna Mallory. By Mrs. Ward. Musson.
6. Trail of Lonesome Pine. By John Fox, jr. McLeod.

Montreal.

1. Holy Orders. By Marie Corelli. Briggs.
2. Trail of Lonesome Pine. By John Fox, jr. McLeod.
3. Peter. By F. H. Smith. McLeod.
4. The Jewelled Ball. By Mrs. Lionel Guest. Cambridge.
5. Paths of the Righteous. By Miss Dougall. Macmillan.
6. Anne of Green Gables. By L. M. Montgomery. Page.

Port Arthur.

1. Lewis Rand. By Mary Johnston. Briggs.
2. Songs of a Sourdough. By R. W. Service. Briggs.
3. Riverman. By S. E. White. Musson.
4. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
5. Treasure Valley. By Marian Keith. Westminster.
6. Firing Line. By R. W. Chambers. McLeod.

St. Thomas.

1. Peter. By F. H. Smith. McLeod.
2. Holy Orders. By Marie Corelli. Briggs.
3. Trail of Lonesome Pine. By John Fox, jr. McLeod.
4. Lewis Rand. By Mary Johnston. Briggs.
5. Man from Brodney's. By G. B. McCutcheon. Briggs.
6. Quest Eternal. By Will Lillibridge. Briggs.

Stratford.

1. Holy Orders. By Marie Corelli. Briggs.
2. Man from Brodney's. By G. B. McCutcheon. Briggs.
3. Songs of a Sourdough. By R. W. Service. Briggs.
4. Lewis Rand. By Mary Johnston. Briggs.
5. Voyage of Donna Isabel. By Randall Parish. Briggs.
6. Web of Time. By R. E. Knowles. Revell.

Toronto.

1. Wild Geese. By Stanley J. Weyman. Copp, Clark Company.
2. Peter. By F. H. Smith. McLeod.
3. Holy Orders. By Marie Corelli. Briggs.
4. Trail of Lonesome Pine. By John Fox, jr. McLeod.

5. Lewis Rand. By Mary Johnston. Briggs.
6. The Firing Line. By R. W. Chambers. McLeod.

Winnipeg.

1. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
2. Trail of Lonesome Pine. By John Fox, jr. McLeod.
3. Dianna Mallory. By Mrs. Ward. Musson.
4. Peter. By F. H. Smith. McLeod.
5. Heaven of Love. By M. Burnham. Briggs.
6. Nancy McVeigh. By R. H. Mainer. Briggs.

United States.

1. Trail of Lonesome Pine. By John Fox, jr.
2. Lewis Rand. By Mary Johnston.
3. Peter. By F. H. Smith.
4. Dianna Mallory. By Mrs. Ward.
5. Red City. By S. Weir Mitchell.
6. Man from Brodney's. By G. B. McCutcheon.

Canadian Summary.

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SPRING FICTION ANNOUNCED.

Title.	Author.	Publisher.
Septimus	W. J. Locke	Frowde
Blind Jim	Wm. De Morgan	"
Gateway of Swords	L. J. Vance	Briggs
Areminta	J. C. Snaith	"
Catherine's Child	Mrs. De la Pasture	"
My Lady of Shadows	John Oxenham	"
Fashionable Adventures of Josiah Craig	D. G. Phillips	"
The Long Arm	E. P. Oppenheim	"
Mr. Opp	Alice Hegan Rice	"
Old Man in the Corner	Baroness Orczy	"
The Waters of Jordan	H. A. Vachell	"
The Red Mouse	W. H. Osborne	"
The Sins of Society	Cecil Raleigh	Copp, Clark
A Flight from Siberia	W. Suoiszewski	"
Fraternity	John Galsworthy	"
54, 40 or Fight	Emerson Hough	McLeod & Allen
Letters of Jennie Allan	Grace Donworth	"
The Message	Louis Tracy	"
The Special Messenger	R. W. Chambers	"

In the February number of Scribner's Magazine will appear "The Indians of the Stone Houses," by Edward S. Curtis, a poem on Milton, by Henry Van Dyke; "German Painting of To-day," by Christian Brinton; "Who Are the English?" by the anonymous author of "England and the English From an American Point of View," and "The Bandelaire Legend," by James Huneker.

A List Of Canadian Books Published In 1908

Including Solely Books Published
Primarily in Canada and Books by
Authors Residing in Canada.

It is a problem of some difficulty to estimate the number of books published annually in Canada, for the simple reason that it is uncertain just what should be considered as a Canadian book. If we were to estimate all the books bearing the imprint of a Canadian publisher, the total would make a respectable figure. If on the other hand we were to limit the list to books printed in Canada from type set in Canada, the number would be comparatively small. But it is hardly fair to take either classification,—the first would err by calling a book Canadian, when neither would it be the work of a Canadian author, nor would it be Canadian in subject nor Canadian in workmanship,—the second would err by omitting several books printed outside the country for publication in the country.

A second difficulty lies in the problem of collecting information about books published privately or in remote parts of the country. An elaborate system, would be necessary to make sure that nothing was omitted and there is as yet no organization capable of handling such a work.

The publications of the Dominion and Provincial Governments, the universities, the historical, literary and scientific societies, etc., all publish important books annually. Many of these are noted, but many of them escape notice and no summary of a year's publication would be complete without them.

The following list for 1908 has been as carefully compiled as one individual could manage. It includes only books printed and published in the Dominion, or primarily published in the Dominion, omitting school books, technical books, directories and Government publications. It must not be considered absolutely complete. Titles preceded by an asterisk mean books by resident Canadian authors, published in foreign editions or contemporaneously in foreign and home editions.

HISTORY.

Myths and Facts of American Revolution ... Johnston
History of Canada (New edition) Weaver
Sixty Years in Upper Canada Clarke
Recollections of Crimean Campaign Veith
History of Canadian Journalism
Review of Hist. Publications Wrong
A Canadian Manor Wrong
Recollections of War of 1812 Dunlop
Documentary Hist. of War of 1812 (Vol. 8) .. Cruickshank
Dictionnaire Historique Morice
Description Geographique Ganong
History of Methodism Sanderson
Emigrant Soldier's Gazette
Historical Glimpses of Bear River Wade
Cradle of New France Doughty
Quebec Tercentenary History Carrol
Kingston of Old Machar
Where the Buffalo Roamed Marsh
*In Search of the Western Sea Burpee
The Tragedy of Quebec Sellar
*Canadian Types of the Old Regime Colby
L'Amérique Précolombienne Gagnon
History of Brome County Taylor

Sketches of the Northwest Arm Regan
Proceedings at Halifax, Oct. 2

TRAVEL AND DESCRIPTION.

Through the Mackenzie Basin Mair
Real Cobalt Gard
Across the Sub-Arctics (New edition) Tyrell
Glimpses of Northern Canada Curran
In Old Quebec Nicholson
*Western Canada Tucker

FICTION.

Trails and Tales in Cobalt W. H. P. Jarvis
*Treasure Valley Marian Keith
Old Loyalist Davis
Gabrielle Amethyst Musgrave
Lady of the Snows Brown
Harvest of Moloch Lawson
Legend of the West Hayes
Master of Life Lightall
Nancy McVeigh Mainer
*Letters of a Remittance Man Jarvis
Jewelled Ball Guest
*Sowing Seeds in Danny McClung
*Web of Time Knowles
*Anne of Green Gables Montgomery
*Angel and the Star Ralph Connor

ESSAYS.

The Kingdom of Canada John S. Ewart
Municipal Government Wickett
Democracy and Education Logan
Continuity of Revelation Hall
Genius of Shakespeare Osborne

BIOGRAPHY.

Sir John A. Macdonald G. R. Parkin
William Lyon MacKenzie Lindsay
Isaac Brock Nursey
*Dr. Robertson Ralph Connor
Canadian Hymn-Writers Mahon
*Life of Bishop Bompas Cody

POETRY.

Miriam J. Hunt Stanford
Bird of the Bush Summerss
Peter Ottawa Thomson
A Garden in Antrim Molesworth
Poems of Memory Sparrow
Croynan Hall Baker
Empire Builders Stead
Wing of the Wild Bird Watson
Acadian Lays Morse
Canada, My Land MacKeracher
Uncle Jim's Nursery Rhymes Boyle
Canadian Book of Months Marny
Collected Dramas Campbell
The Fight of the Atlante Boyd
Romance of the Lost McInnes
Fore Webling
New Patriotic Poems Gray

Sour Sonnets of a Sorehead Haverson
 Selected Poems Smith
 *The Great Fight Drummond

MISCELLANEOUS.

Bemocked by Destiny McCharles
 7,000 Facts About Temperance Howard
 Your Boy Dickinson
 Christ's Teachings Caven
 Education of a People Locke
 Canadian Flag on Our Schools Wade
 *Acts of the Apostles Knox
 *Mystery of Golfe Haultain
 *My Pets Saunders
 *Little Sam Kerr
 *The Fact of Conversion Jackson
 *The Church Year Armitage

Telegraph Codes

A B C Code, 5th Edition, English Net \$7.00
 A B C Code, 5th Edition, Spanish 8.00
 A B C Code, 4th Edition 5.00
 A I Code, 7.50
 Moreing & Neal Code 5.00
 Bedford-McNeill Code 6.00
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 who needed help and found it; and Clem Cypher, the King of advertising
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 nature, and help him to an appreciation of
 the joy of living. "Septimus" is absorb-
 ing in its story and in its characterization.

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Writer

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Alice Hegan Rice

Author of "Mrs. Wiggs."

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Will be one of the Strongest Books
of the Year

THE WATERS OF JORDAN

by

Horace Annesley Vachell

Author of "The Hill," "Her Son,"
"The Face of Clay," etc., etc.

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A New Book by the Author of
"Songs of a Sourdough"

BALLADS OF A CHEECHACO

By R. W. Service

Cloth, \$1.00. Cloth Illustrated, \$1.50.
Leather, \$2.00.

This will be a record breaker.

Send in your order now.

This will be a Huge Seller

THE GATEWAY OF SWORDS

by

Louis Joseph Vance

Author of "The Black Bag," "The
Brass Bowl," etc., etc.

Illustrated, Cloth, \$1.25.

Her Books Are Always Bright and
Racy

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By Baroness Orczy

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35 Cents.

MEMOIRS OF LORD HALIBURTON

By J. B. Attley

Illustrated, \$3.00 net.

PROBLEMS OF TO-DAY

By Andrew Carnegie

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More Good Things to Follow

William Briggs, - Publisher, - - Toronto

The Canadian Bookman

and its relation to

Canadian Booksellers

Q The Canadian Bookman has, as its object, the publication of interesting gossip about books for the entertainment and instruction of Booksellers, Book Lovers, Book Buyers and Book Collectors. It will deal primarily with Canadian books, but will not limit its attention solely to these. It will tell about all the interesting books of the day, treating them from the news standpoint and not the literary or critical.

Q The Canadian Bookman will prove a useful assistant salesman to the Bookseller. It is included in each copy of the Bookseller and Stationer, for the benefit of the trade, but it is also issued separately and may be obtained in quantity by booksellers at a low price, for distribution among, or sale to their customers.

Q The records of Canadiana contained in The Canadian Bookman are valuable. There is no other publication in Canada which covers this field so thoroughly. Booksellers by bringing the paper to the attention of school and public libraries and collectors of Canadiana, will be able to develop new business for themselves.

Q For the present year The Canadian Bookman will be issued to the public at the low figure of 50 cents per year.

The **MacLean Publishing Co.** Limited
Montreal Toronto Winnipeg



BUNTIN, GILLIES & CO., Limited
extend to the trade their thanks for liberal
patronage during the year 1908, and their best
wishes for a prosperous New Year.

We can supply the new

ARCHIVE FILE

and

Binding Case

ST. VALENTINE'S DAY GOODS : Post Cards, Napkins, Playing and Tally Cards, etc., etc.

*The OLDEST manufacturers with a line that is always NEW
and up to the times*

The New **Eureka**

The King now of
all Ribbons.

The first innova-
tion in a type-
writer ribbon.

We want you to try this in your own
office. : : Send for a sample.
Send for our new trade catalog. Just out.



The Best and Newest Typewriter Carbons

ROCK BOTTOM
PROGRESS
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COMPETITOR
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To suit every purpose.

To fill every demand.

Principal Office and Factories
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Mittag & Volger

INCORPORATED

Sole Manufacturers
for the Trade

Branches—NEW YORK, N. Y., 280 Broadway
CHICAGO, ILL., 200 Monroe Street
LONDON, 7 and 8 Dyers Bldg., Holborn, E. C.

Agencies
In every part of the world
In every city of prominence

BOOKSELLER & STATIONER

and

Canadian Newsdealer

Official Organ of the Canadian Book, Stationery and Publishing Trades Association
and for Twenty-Four Years the Recognized Organ of the Book, Stationery and Fancy Goods Trades of Canada.

MONTREAL, 232 McGill St.

TORONTO, 10 Front St. East.

WINNIPEG, 511 Union Bank Building.

LONDON, ENG., 88 Fleet St. E.C.

PUBLICATION OFFICE: TORONTO, FEBRUARY, 1909.

You Keep Putting It Off

This is the third time that we have asked you to write us concerning our special proposition to agents, and you haven't answered yet. Why is it? Here is a really good opportunity to make increased profits on your business by handling

UNDERWOOD'S CARBON PAPERS and RIBBONS

It certainly will stand looking into. It's just as good as any offer you ever had, and better by a lot than a great many. Briefly outlined the proposition is this:

We offer you special inducements to specialize on our brands of carbon papers and ribbons. Our idea is to push the sale of these goods throughout the whole Canadian territory, and in order to do this properly we have got to get live agents. You are not taking any chances in handling Underwood goods. They have the prestige of years and the advantages of widespread publicity to aid you in their sale. These are some of the positive selling factors in a proposition, which in justice to yourself, you cannot afford to ignore.

JOHN UNDERWOOD & Co

90 Richmond St. East

NEW YORK

TORONTO

LONDON. ENG.

THE NEW MODEL

Sir Wilfrid Laurier

possesses many new features, which make it the best pen offered the Canadian trade.



Prices
and
discounts
on
application

New Shape
New Feed Bar
New Nib
New Finish
New prices

BEAUCHEMIN

LIBRAIRIE

256 St. Paul St.

18 Notre Dame St.

26 St. Gabriel St.

MONTREAL

Wholesale Books and Stationery

Established in 1842

Gathering Momentum Down the Years

1879—Thirty-one years ago we started our import fancy goods business in a small and unpretentious way. We felt that the idea of bringing in samples of the best European goods and selling to the Canadian trade from the samples was a good one, which the trade would appreciate because it would give them a greater variety to choose from than if we carried a stock which must necessarily be limited. The idea caught on, the trade was pleased and by **1889** our foresight had been justified. Year by year we increased the number of our samples and made the opening in March more and more of an event. Dealers came in from all parts of the country in increasing numbers, realizing that our scheme was the only satisfactory one. By and by we had to open sample rooms in other centres throughout the Dominion and by **1899** our accommodation became too small. The great fire came at an opportune time and in our new building what we considered ample space was provided. To-day this space is absolutely inadequate to house the thousands and thousands of samples and we have engaged still more commodious quarters for the business that will be transacted in **1909**, which will be the best year of all.

NO DEALER IN CANADA CAN AFFORD TO MISS THIS SHOW.

WARWICK BROS. & RUTTER, Limited

Importers of
European Art Goods

Toronto

The first roll of wall paper made in Canada was marked "Staunton."
The best is still marked so.

We have a little booklet we would like to send you. It will be forwarded to you free if you will write for it. This

little book deals quite frankly with the question of wall paper as a stock to be carried in connection with other goods. It tells of profits, costs, etc. You cannot very well afford to be without the information it contains. Send for it, mentioning the Bookseller, and we will include a free copy of the interesting wall paper magazine, Gilt and Glimmer.

Staunton's - Limited

933 Yonge Street
TORONTO

The Staunton Diamond Trade Mark on wall paper corresponds with the Sterling mark on silver.

Sealed Tenders

Important Sale of a Book and Stationery, etc., Business, as a Going Concern

Estate of WESLEY ROLAND HENDERS
THE BAZAAR, PORT ARTHUR, ONT.

TENDERS will be received by the undersigned up to 12 o'clock noon on Tuesday, the 16th day of February, 1909, for the purchase at a rate on the dollar of the Stock-in-trade and Store Fixtures, etc., of the above.

The particulars, thereof, as taken at 10th November, 1908, were as follows:

Fancy Goods, Pictures, Chinaware, Bags, Ornaments, etc., per inventory.....	\$ 2,130.42
Toys, per inventory.....	358.66
Books, Stationery, Blank Books, etc., per inventory.....	4,001.94
Picture Mouldings, Wall Paper, etc., per inventory.....	1,627.83
Store Fixtures, etc., per inventory.....	1,993.75

The total being valued at.....\$ 10,112.60

Such changes by sale and replenishing as in the ordinary course of business have been since made will be shown on revised stock-taking now being made.

This affords an exceptional opportunity for a live man to step into a desirable business.

TERMS: -10 per cent. on acceptance of offer. Sufficient to make up 25 per cent. on checking stock. Balance in three instalments, at 2, 4 and 6 months, with interest at 7 per cent., satisfactorily secured.

Inventory may be seen and further particulars obtained at the offices of the undersigned Assignee.

The highest, or any tender, not necessarily accepted.

RICHARD TEW, Assignee

21st January, 1909.

23 Scott St., Toronto, Ont.

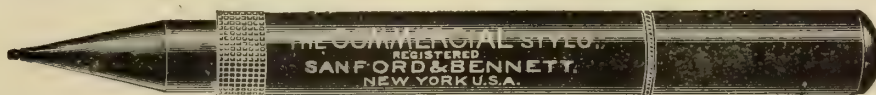


FOUNTAIN PENS

Under your own imprint.

We are the largest manufacturers of FOUNTAIN PENS for special imprint orders, in AMERICA.

We manufacture only a high-grade article in Fountain Pens. Every line we make is notably of the finest workmanship and highest quality, and we guarantee absolutely every pen that leaves our factory.



Any reliable firm cannot be too particular about the kind of a Fountain Pen they place their own name or trade mark upon.

Before you contract for Fountain Pens under your own imprint for the coming holiday trade and for the year 1909, it will certainly pay you to call and see us or have us submit samples.

SANFORD & BENNETT CO.

Manufacturers of Fountain, Stylographic and Gold Pens
For Foreign and Domestic Trade

Patentees of the "Autopen" (Self Filler), the "Gravity Stylo Pen" and the "Commercial Fountain Pen"

Jewelers' Court, 51-53 Maiden Lane, NEW YORK



TRADE ANNOUNCEMENT

Full "Up-to-Date" Stocks in Every
Department

Account Books
Loose Leaf Specialties
General Stationery
Writing and Book Papers
Leather Goods
Office Supplies
Bookbinders' Material
Printers' Supplies
Office and Pocket Diaries
Wood Base Inkstands
Ophir Lead Pencils
Bookbinding, Ruling, Etc.

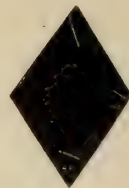
We Are Special Canadian Agents For
Esterbrook Steel Pens
David's Celebrated Ink
P. E. Wirt Fountain Pens
O. K. Paper Fasteners
Moore's New Loose System
Woodbury Hunt's Art Goods
I. P. Loose Leaf Price Books,
Etc.

This Business was Established over A Century Ago

Thomas Brown, Newcastle, England	1774 - 1822
Thomas Brown, jnr. " "	1822 - 1846
Thomas Brown, Toronto	1846 - 1856
Brown Bros. " "	1856 - 1893
Brown Bros., Limited, Toronto	1893

BROWN BROS., LIMITED

Wholesale and Manufacturing Stationers
51-53 Wellington Street West, - Toronto



We Stand Ace High

when it comes to supplying your Fancy Goods and Stationery wants. We have just laid in some well assorted stocks of spring and summer goods which we are going to offer you at rare price and quality inducements.

Baseballs, Bats, Gloves,
Mits, Masks, Lacrosse Sticks,
Marbles, Alleys, Tops, Ham-
mocks, Fireworks, Etc.

are included at prices that will leave you a good profit, and quality that will satisfy the most critical trade. If you're in town any time, drop in for a look around. We're centrally located—near the Union Station—and we'll be pleased to see you or show you goods.

*If not, write us—we'll be glad
to hear from you at any rate.*

The SUTCLIFFE-EDMISON CO., Limited
76 YORK STREET TORONTO, CANADA

HIGGINS' ETERNAL INK

Writes Everlastingly Black



THE fact that Higgins' Eternal Ink is a CARBON writing fluid—black when written and black forever afterward—and not a CHEMICAL product made of iron and nutgalls, that becomes dim with age, has given it a high place in the estimation of banks, business houses and individuals generally. For legal and corporation work, for state, county and town records, and for general correspondence where absolute permanence is an essential element, this ink stands unrivalled. It writes black from the pen point, and is hence easy to the eye. It flows readily, does not corrode, and is absolutely unchangeable—neither age, air, sunshine nor chemicals will affect it. May be diluted for use in fountain pens. Of HIGGINS' ETERNAL INK it may truly be said: "Once a user always a user."

HIGGINS' AMERICAN DRAWING INKS
BLACKS AND COLORS

The Standard Liquid Drawing Inks of the World

CHAS. M. HIGGINS & CO., Manufacturers
NEW YORK - CHICAGO - LONDON
Main Office and Factory, BROOKLYN, N.Y., U.S.A.

St. Patrick's Day

MARCH 17

Your Golden Opportunity

MR. DOOLEY says: "Opporchunity knocks at every man's dure wanst." This is yours. Listen! A special package of post cards celebrating the day has been prepared containing fifteen assorted designs priced at \$1.00 per 100.

The cards include such catchy sellers as "St. Patrick Forever," "March 17th," "Good Luck," "Wearing of the Green," "Begorra," "One of the Finest," "St. Patrick's Day in the Morning," etc. Every book and stationery store should take advantage of the day to specialize in this particular line.

ORDERS FILLED PROMPTLY

THE COPP, CLARK CO., LIMITED

64-66 Front St. West

Toronto, Canada

SPIRO ALL STEEL FILING DEVICES



"B" File. One of our several styles

These are appreciated by business people, because they exactly suit the requirements of up-to-date methods and are *unbreakable*.

Re-orders invariably follow upon first sales. It is to your interest to carry a complete stock.

We take pleasure in announcing to the trade that we have arranged with Mr. A. Roy MacDougall, of Toronto, to represent us in Canada. Write him at once for prices and particulars.

Spiro Mfg. Co. SALES DEPT. 101 E. 131st St., New York City

NOTICE TO THE TRADE

Stationers' Sundries



ESSRS. SETTEN & DURWARD, of Birmingham, England, manufacturers of Stationers' Sun-

dries, have arranged with

Mr. Horace Woollett

to represent them in Canada upon a special trip, and ask the trade to await his calling before placing orders.

During the course of the next two months he will be visiting *Toronto, Hamilton, London, Winnipeg, Ottawa, Montreal, St. John, Halifax, Yarmouth and Quebec.*

It will repay stationers who want to get good values at reasonable prices to wait for Mr. Woollett's arrival. He will be pleased to arrange dates for dealers from the smaller cities and towns to visit him at his various stopping points.

All communications can, for the present, be addressed to Mr. H. Woollett, care of King Edward Hotel, Toronto.

Setten & Durward

Manufacturers of Stationers' Sundries

Birmingham

England

LET US DRIVE THIS POINT RIGHT HOME



ES, Mr. Bookseller and Stationer, you know very well how much easier it is to sell goods with a local interest than goods without anything about them to appeal to your fellow-townsmen.

That's just what made the Picture Post Card such a tremendous success.

¶ Everybody wanted them because they gratified local pride; they had views on them of local scenes and buildings.

¶ Now we are following out the same idea in our 1909 line of **Calendars and Christmas Cards**. The distinctive feature of these goods is their genuine nationality. They are not pretty scenes from anywhere, labeled "Canadian," but they are real views of Canadian scenery. They are made up to order, if so desired, with local views inserted, so that each card and calendar will have a distinctive local value.

¶ This year we have extended and improved these national lines, confidently expecting that they will be the 1909 leaders next fall.

Our travelers are now showing the complete range of new designs, and orders for special printings should be placed early.

Warwick Bros. & Rutter, Limited
Publishers of Canadian View Cards and Calendars **Toronto**

Established
1844



Incorporated
1878

Tags and TAGS

Thousands of shippers through lack of knowledge on the subject of *tag values*, hold that "a tag is a tag"—that the best tag buying policy is to procure all tags at the least cost.

Neither the Manufacturer, the Merchant, nor the Shipper can be expected to realize of what vital importance the use of a good tag is to their business *until the facts are demonstrated by the man who supplies the tags.*

Mr. Dealer—Do you realize that it is *your* province to *convince* the tag user that it is real business economy to use the best tag to be had?

Dennison's Standard Tags

are recognized as the "Standard of Tag Quality" the world over. No other tags in the world are made so carefully and well—no other tags are made of such high-grade stock—in no other tags can be found the world-famed Dennison patch, waterproof, tearproof and with metal reinforcement. It's of even more importance that a Dennison Tag should be used on all shipments than it is for a business house to use a high-grade bond letter paper for its correspondence. A letter is seen and makes its impression *on a few*—a tag is seen and creates a favorable or unfavorable impression *on many*. The better the tag—the higher the prestige of the shipper—and the greater the assurance of the goods' safe delivery.

It moreover pays the dealer to sell the best tags—Dennison's—there's more in it for him—it safeguards his reputation as a dealer in strictly quality goods. We can prove to you that Dennison Tags will help increase your business. Ask us how.

Dennison Manufacturing Company

The Tag Makers

BOSTON,
26 Franklin Street

CHICAGO,
23 and 25 Randolph Street

NEW YORK
15 John Street
Uptown Store, 27th St.,
Between 5th Ave. & Broadway
TORONTO,
523 Traders' Bank Bldg.

PHILADELPHIA,
1007 Chestnut Street

ST. LOUIS,
413 North 4th Street

Western Booksellers and Stationers

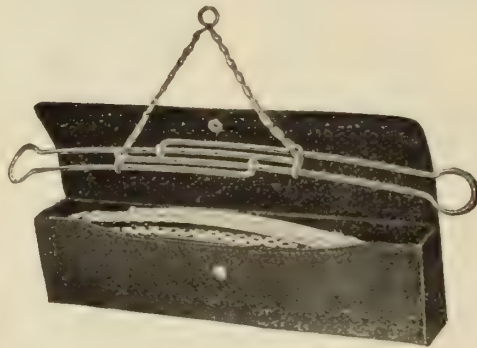
Our stock of Books, Stationery and Printers' Supplies is large and well assorted. We can ship promptly. Save time by ordering from us.

Clark Bros. & Co., Limited, Winnipeg, Man.

WHOLESALE STATIONERS

Tourist Leather Goods

WE MAKE A LARGE COLLECTION
OF ARTICLES FOR TRAVELLERS



COAT AND TROUSER HANGERS IN CASES
SEND FOR NEW ILLUSTRATED CATALOG

Manufactured by

C. F. RUMPP & SONS



Fine Leather Ware

ESTABLISHED
1850

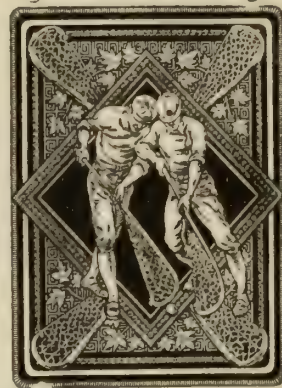
PHILADELPHIA

NEW YORK SALESROOM 683 and 685 Broadway (Cor. 3rd St.)

"Sports" Playing Cards

The Best
Value
in the
Market

One
of
Many
Varieties



LACROSSE DESIGN

Leaders in
a second
grade —

Good Luck
and
St.
Lawrence

Special card for whist players Colonial Whist

We are headquarters for Playing Cards—Made
in Canada—Style and finish equal
to Imported Cards.

Advertising Cards of all sorts, Novel designs
Coated Litho. and Book Papers

FOR SAMPLES AND PRICES APPLY

**CONSOLIDATED LITHOGRAPHING AND MANU-
FACTURING CO., LIMITED**

Successors to The Union Card and Paper Company, Montreal

Your Fountain and Stylographic Pen Trade

We have a new, up-to-date plant, and thoroughly efficient staff of workmen, making nothing but fountain and stylo pens.

We can make you pens in any pattern or style, bearing your own imprint or trade mark,—pens that will do you credit and secure you permanent customers.

Send particulars of your requirements, enclosing \$2.50 to \$5.00 (or London references) for a sample assortment, and investigate our ability to furnish good articles at

Prices that will make your Fountain and Stylographic Pen Department Profitable

The Alliance Fountain Pen Co.,

WIESBADEN WORKS,
STOKE NEWINGTON,
LONDON, ENGLAND.

Every Man with a Fountain Pen

NEEDS THE

Klymax Klip



The Show Card sells it
at sight

The only clip that gives
entire satisfaction

One dozen
on a card.

German Silver,
10 cents

Rolled Gold,
25 cents



Discount to the Trade on
application.

Consolidated Safety Pin Co.

183 Farrand St.,

Bloomfield, N.J.

National B^{LANK} BOOKS



IT no longer pays the large stationers to make up their own stock Blank Books, so they select from the extensive Eagle line, and thus offer their patrons a greater variety at less cost and more profit. Don't cling to the idea that you must conduct a bindery regardless of profit. We can give you anything you want in the way of Blank Books or furnish specialties on "rush" orders. Get our prices and compare them with the cost records of your own bindery. National Blank Books win out every time on quality and price.

Have You Our Complete Catalogue?

National Blank Book Co.

HOLYOKE

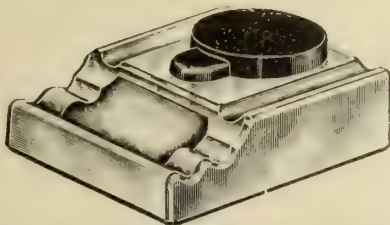
MASSACHUSETTS

VICTOR INKSTANDS

"Just enough ink to ink the pen"

Small
Cut
Shows
Our
No. 25

Retail
Price
75c.



Large
Cut
Shows
Our
No. 35

Retail
Price
\$1.25

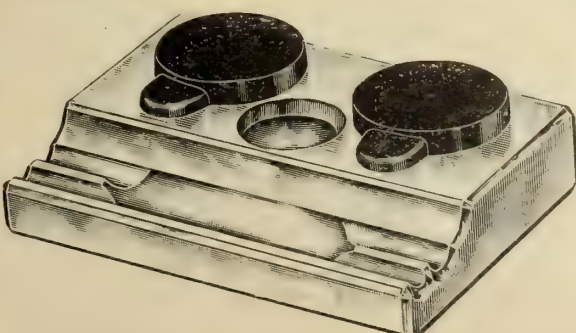
Victor Inkstands keep ink clean and liquid, having an extra large capacity with only a very small exposure to the air. Easy to clean and fill; cannot upset; covers move so easily that they can be opened and closed with the pen point.

LIBERAL TRADE DISCOUNT
Sold by all Canadian Wholesalers

C. H. Numan Dept. —

354 BROADWAY

NEW YORK, U.S.A.



DAVID'S CELEBRATED INK

Unsurpassed for
Quality and Value

Electro-Chemical

BLUE BLACK FOUNTAIN PEN CARMINE

Manufactured by
Thaddeus Davids Co.
New York. Established 1825



BROWN BROS.

Limited

Canadian Agents, Toronto

We meet ALL requirements for

CRAYONS

This applies to Quality, Quantity, Variety
and Price.

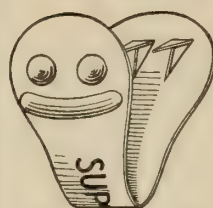
Aseptic, Hygienic and Economic.

THE STANDARD CRAYON MFG. CO.

DANVERS, MASS.

"SUPERIOR"

Paper Fasteners



**Superior
Because**

(They have two points
which pierce the paper.
The papers cannot pivot.
They are inexpensive.

Patented July 14, 1908

Samples and quotations furnished the
trade upon request.

For sale by all leading stationers.

Superior Manufacturing Co., Sidney, Ohio

PEERLESS

BRAND

OUR CARBON PAPERS and TYPE-
WRITER RIBBONS Sell Themselves.

We advise Canadian Firms to handle them.

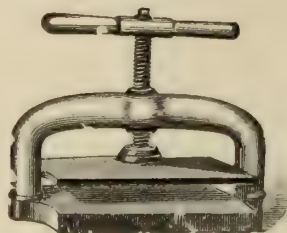
Write for catalogue describing
goods of our manufacture.

Peerless Carbon and Ribbon Mfg. Co., Ltd.

Factory, 176-178 Richmond Street West - Toronto

Copying Presses In All Sizes

ALSO SCHOOL FURNITURE



**The James Smart
Mfg Co., Limited**

Brockville, Ont.,

and

Winnipeg, Man.

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WESTERN Incorporated
1851
**ASSURANCE
... COMPANY.**

**FIRE
AND
MARINE**

HEAD OFFICE—TORONTO, ONT.

Assets over - - \$3,570,000
Income for 1906, over 3,609,000

HON. GEO. A. COX, President,

W. R. BROCK, Vice President

W. B. MEIKLE, General Manager

C. C. FOSTER, Secretary

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Winsor & Newton's Oil Colors

" " Water Colors
" " Canvas
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All kinds of goods for artists: Crayons, Oils, Mediums, Easels, Studies, &c

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Agents for: WINSOR & NEWTON, London

British America Assurance Company

A. D. 1833

FIRE & MARINE

Head Office, Toronto

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W. B. Meikle, General Manager; P. H. Sims, Secretary

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ASSETS - - - - - 2,162,753.85

LOSSES PAID SINCE ORGANIZATION, 29,833,820.98

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is often missed when it might have been
easily embraced by

Systematic Saving

Begin now to prepare for the day of opportunity by deposit-
ing your savings in *The Metropolitan Bank*. In the *Savings*
Department \$1.00 or upwards opens an account. Interest is
allowed from date of deposit, and compounded *four* times a
year. No delay in withdrawal.

THE METROPOLITAN

Capital Paid Up
\$1,000,000.00

BANK

Reserve Fund and
Undivided Profits,
\$1,277,404.49

POST CARDS

Brown, Black,
Colored, Birth-
day, Comic.

All the Latest German Finest Novelties at Wholesale Rates.
Sample Collection \$5. Established 1895
VERLAGANT. GERSTENKORN, Hamburg

The most popular pens are ESTERBROOK'S

MADE IN ALL STYLES



Fine Points, A1, 128, 333.
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Broad Points, 312, 313, 314.
Turned-up Points, 477, 531, 1876.

CANADIAN AGENTS:
THE BROWN BROS., LIMITED
TORONTO.

IMPORTANT

Dear Mr. Stationer,

Please take note that the renowned
Waverley Pen—the Boon and Blessing—
can now be obtained as a Fountain Pen,
with massive 14-ct. gold Waverley nib,
iridium pointed. Trade prices and illustrated
lists sent on application, per return mail.

Faithfully yours,

Waverley Works, **MAGNIVEN & CAMERON,**
Edinburgh Limited

SPENCERIAN STEEL PENS.

The Standard Brand in United States for
over fifty years, among expert and careful
writers, and recognized by accountants
and correspondents as

THE BEST

Works: BIRMINGHAM, ENGLAND

Imported by all the leading stationers in
Canada.

Proprietors: Spencerian Pen Co., New York

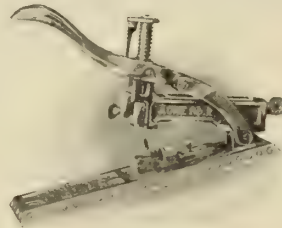
MR. STATIONER

We can save you money.
Our goods will please your
customers—our prices will please you
and your orders will please us.

SEND FOR ILLUSTRATED CATALOG

THE RELIANCE INK COMPANY
WINNIPEG MANITOBA

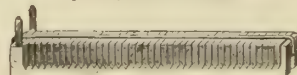
A Modern Device



The Acme No. 2 Binder

This is a machine that drives a flat
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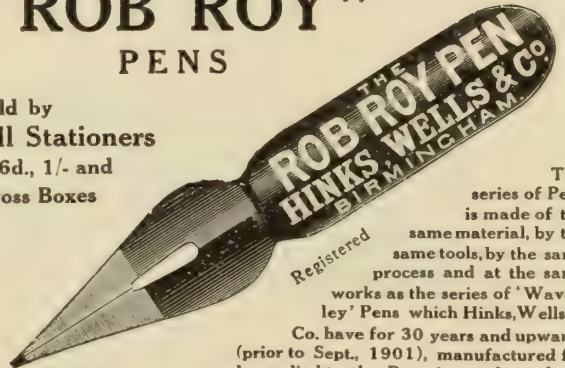


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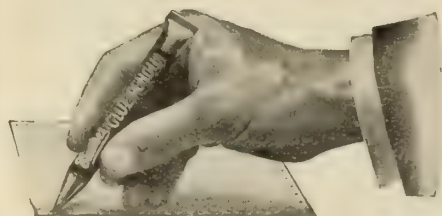
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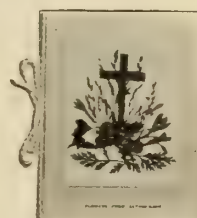
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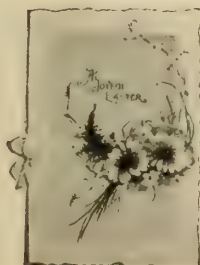
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One Saturday, shortly before the close of business, Kuhn, Loeb and Company had occasion to send some bonds to J. Pierpont Morgan. As all the other employees had left, it was necessary to entrust the negro porter with the errand. He received careful instructions to take the valuable package to Mr. Morgan's office, and to insist upon giving it to "Mr. Morgan of J. P. Morgan and Company and to no one else."

By commendable persistence and many repetitions of his instructions he finally succeeded in reaching Mr. Morgan, who was in session with several other gentlemen in his private office.

"Ah wants to see Mr. Mawgan ob J. Piehpon' Mawgan an' Comp'ny," he doggedly insisted.

Mr. Morgan arose. "Well, I'm Mr. Morgan," he said. "Who are you?" "Who—er—me?" stammered the porter. "Why, I'se de coon ob Kuhn, Loeb an' Comp'ny, an' hean's de papers ah done brung yo'."—Everybody's Magazine.

Jones—"Eh? How's this for a library?"

Smith—"You don't mean to say that all these books are yours?"

Jones (proudly)—"Well, they will be in ten years, when the last instalment is paid. My Dumas, Dickens and Thackeray are almost mine now."—Cluck's Annual Joke.

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One of these is advertising. How best to attract patrons to his store is the question which confronts every retailer. Many of the trade, with really good specialties, spend money on advertising, but fail to get results. Generally it is not their fault. Often they lack the time for a proper study of the subject. Our subscribers know the people they want to reach in a great many cases, but some cannot say in type and ink just exactly what they would say if the customer were to come into the store. If they could, the purpose of this article would be removed. What the average retailer needs is improvement in his copy.

How to help him is our object. By close observant study of advertising

conditions, our advertising men keep in touch with the most effective ideas. They know methods which will create trade. They know what to say, just how much to say and just how far to go. Our copy men are familiar with the practical resources of printing offices and in co-operating with them are able to accomplish the most effective results in typographical arrangement.

For these services there is no charge. We want to help you get business. We realize that the benefits derived will be mutual. Intelligent self-interest prompts the move.

Good business depends on your ads. Anything which will tend to help you make them increase in pulling power should be taken advantage of. Money spent on bad advertising is wasted. Money spent on the right kind is a good investment. We want you to make money from your publicity and are willing to help you to that end.

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Vol. XXV.

TORONTO, CANADA, FEBRUARY, 1909.

No. 2.

DEALING WITH SLOW PAY CUSTOMERS —An Official Collector Has Been Appointed by the Guelph Merchants and the Results of His Work Are Highly Satisfactory — By Stanley Nicholson.

There is no more perplexing question in all a merchant's long list of troubles than the "dead beat" question. As a matter of fact it is roughly estimated that the great army of "dead beats," and they're not only dead, but ice-cold accounts, have been the cause of failure in the cases of many enterprising and energetic merchants, and have brought about all too soon, that shiny, white, hairless spot on the heads of hundreds of others. How to meet this great and apparently increasing class of careless, thoughtless, and, in many cases, dishonest people, is a problem that it is up to the bookseller and stationer of today to solve. Let him once get a satisfactory solution for this problem and at least 60 per cent. of his troubles will take unto themselves wings, for every merchant knows that it is one thing to get a list of customers and sell a lot of goods, and quite a different proposition to keep the bad accounts off his books.

It seems that the Retail Merchants' Association in Guelph has at last found what merchants in other towns and cities want—a system of handling successfully the people who do not pay. They have had their system working now for nearly six months and they state that it works quite satisfactorily. Their system not only brings in to the members of the association accounts that have been stone cold and looked upon as uncollectable, but prevents the bad pay customers from getting further and further into debt and going the rounds of the merchants in the town as bad pay people often do.

The System and How it is Carried Out.

It was last June that the official collector system was established in Guelph. The Retail Merchants' Association there, with characteristic enterprise, got busy in real earnest, and after a lot of work and discussion, brought out their new idea. Their object was originally to appoint a collector to act as an official of their association, and to be recognized as such. They foresaw the advantage there would be in it, even in the saving of collection fees alone, and believed, that rather than let their neighbors see a recognized collector calling periodically at their homes, many of their delinquent customers would pay up. They finally decided that it would be better to have their officer paid a salary than a commission and selected for the position in the person of an ex-storekeeper, D. A. Scroggie. The next question that confronted the association was their official's salary and how they were to raise it. They

finally made a bargain with him to take over the work of drumming up their bad accounts for \$700 a year. This amount, with the rent of the collector's office in the heart of the city, telephone fees, stationery, and other expenses, amounting in all to about \$900, they decided to raise by taxing the merchants who would reap the benefits of the scheme.

A Collection Committee was appointed, consisting of the President of the association, F. Waters; the Secretary, H. O. Occomore; G. B. Ryan, a dry goods man, and J. A. McCrea, a grocer. They got together and drew up a list of the eighty odd merchants who belonged to the association, assessing each man what they believed was a fair amount, or a fair share of the collector's expenses. Their assessments, ranged from \$5 to \$15 per year, according to the size of the firms that belonged, and the amount of business done by them. When this list was drawn up it was presented at a meeting of the association, and all the merchants who were satisfied with their assessment on the list, signed their names opposite their respective amounts. Some of the merchants did not at first think a great deal of the idea, and believed there was little to be gained by it. Enough fell in line, however, to make the thing go, and in a very short time the rest saw the advantage of it and began to fall in line. The scheme is now working with such success that the life of the delinquent in the Royal City is anything but a bed of roses.

The Strong Point of the Plan.

The official collector of the association was not very long getting acquainted with the slow pay people of the city. While by no means the most welcome visitor at their homes, he was undoubtedly one of the most persistent callers they had. Rather than have him making official calls at their homes every week or so, many people who could not be persuaded by lawyer's letters or threats of suits to settle, settled with the "pesky collector" so as to be rid for ever of him. All kinds and conditions of accounts began to come in as if the merchants all possessed magic magnets and could simply pull the money out. When asked if the money had come in to such an extent as to pay the cost of the collector, President Waters very emphatically stated that in many cases the merchants in the past few months, which, after all, was only a trial, had received over ten times the amount they paid annually in fees—money that they had thought it was absolutely impossible to collect. But this is by no means the strong point of the plan. The real value of the scheme was evidenced when the "black list" plan was adopted. The "black list" was what really opened the eyes of the stubborn delinquent and gave the merchant the greatest surprise of his busi-

ness career. This is how it happened. The collector at the end of the first month, in addition to a report of the collections he had made, submitted a list to each merchant, of all the "dead beats" in the city. This list was a revelation. It showed not only how much money "Mr. Dead Beat" owed, but in how many different stores he had big cold accounts, so old in many cases that they were getting very grey. Then, the merchants saw really where they were at. They realized then why some customers had all at once started to deal very largely in their stores in spite of the fact that they lived in opposite parts of the city. They saw through some wonderfully touching hard-luck stories that they had heard, in a manner that set them thinking, and thinking hard. They awoke and were mighty glad of it. Nor were they alone surprised. Our Friend, the enemy, got a few rather rude shocks during the next few weeks also.

An Example.

When one of those smiling, affable women would come into the store on which she happened to be sponging at that particular time, and with a superfluity of excuses, would ask to have a matter of five or six dollars worth of goods added to her "little bill," the merchant would quickly look her up on the list, and, finding that she had a dozen or so more "little bills" of \$20 or \$30 with other merchants around town, politely but sternly refuse her any more credit. The woman, of course, would assume an attitude of indignation.

"Why, the idea! One would think, sir, that I was a dishonest person who tried to get out of paying accounts. I assure you Mr. ———, you will not be troubled selling me anything again." Away she would go in her assumed "hoity-toity" mood and, perhaps, try some other store with much the same result.

Then she would wonder how they "got wise" until in a day or so she would answer a ring at her door to meet, not a boy from the bank with a draft, or a collector from one of the stores where she owed, but the official collector of the association, not with one, but with all her local accounts. Then in a few brief, well chosen words, it would all be explained to her why she could no longer work the "pay-you-next-week-bluff," or tell with such good effect her touching tale of the temporary financial stringency. The collector would explain to her the black list system and the beauty of it in dealing with forgetful people. After several calls of this sort on the part of the tactful and persistent official the simple lesson of honesty, so long neglected, is generally learned to very good advantage, backed up as it is with the stern object lesson of the "black list." She finds that the only way to get off that list is to pay her way off it, and she generally begins to pay. It is surprising how honest she gets all at once. Sometimes, when the amounts involved have been large, the families have decided to leave town, but the watchful collector keeps his eye on the moving van, and already in Guelph several parties who contemplated leaving the city have been met at the station and finally persuaded to stay a while and make a few sundry settlements. The collections alone make the scheme a paying one, but the black list feature of it is what does the merchant the most good. It warns him not to let the bad ones get any further in on the wrong side of his ledger. If there was not a single collection made the black list scheme alone would pay the merchants for the expense involved.

Collector Has Some Queer Experiences.

It was originally intended that the collector should wear a uniform, but so far it has not been found necessary. He is a very well known man about town. Some of the experiences of this man who knows the pay days of a

lot of Guelphites, are interesting, and some very amusing. The merchants at their meetings and among themselves have many a hearty laugh over some of the reports that he makes.

On one occasion he called at a very fine brick house in the good residential section of the city. At first he thought he had made a mistake, but found that it was the place all right. As it was his first call there he went around to a side entrance and knocked at the door. The lady of the house happened to be bidding one of those long-drawn-out farewells to a lady friend who had made an afternoon call, and these conditions made it rather embarrassing for the collector, and rather more so for the lady of the house. He stated that he was the official representative of the Retail Merchants' Association, was kindly asked in and questioned as to what he wanted. He then stated plainly his mission. "O, yes, yes, of course, I intended to pay those accounts long ago, but kept forgetting. Wait a minute, I'll get you the money now." It was a good haul for the collector, for that woman had been forgetting for several years.

But the official does not always happen in at such an opportune time. Another woman, upon the occasion of his fifth or sixth call, threatened him that when he called again (that was if he had the nerve to call again) he would be met by her husband, who would not merely tell him to go.

"That's good," was the collector's reply, "I would really like nothing better than to meet your husband and talk the matter over with him, for I am sure you must be getting tired of seeing me, and I am just as tired of calling, but it's my business to call and keep on calling till I get the money. That's what they pay me for you know. Next time he did meet the husband, but instead of being kicked out he was given a check.

Sits on the Steps.

Sometimes, he reports, they pretend they are out and do not answer his ring at their doors, but on such occasions, if he knows that they are not out, he calmly sits on the steps and fills in time going over his day's business until a delivery man or some other welcome visitor comes and gives him a chance to enter.

Taking it all through, the scheme is a wonderful success. Every merchant who is in on it is pleased with the results, particularly the black list part of it. To quote one of them: "It may not actually bring about the millennium, this official collector scheme, but it will help a whole lot, if generally adopted and properly carried out."

There is certainly no reason why it should not be a success in any town or city where there are merchants enough to make it self-sustaining.

H. W. Anderson has purchased the business of E. R. Stiles & Co., Moncton, N.B., and intends running an up-to-date book and stationery business.

J. S. M. Ridley, manager of the John Underwood Co., Toronto, has just returned from a business trip to the West, passing through Chicago, Minneapolis and St. Paul on his way to Winnipeg. The object of his visit was to make arrangements for the covering of the Western territory with the Underwood lines, which was successfully accomplished. Mr. Ridley reports the railways as doing big business. He says, however, that the extremely variable weather experienced made it rather unpleasant traveling. Upon arriving in Chicago, for example, he found it mild enough to go about without an overcoat, but before leaving he found it useful when the mercury took a sudden drop and the city was visited by a severe gale and snow-storm.

BRITISH COLUMBIA'S EXPERIMENT WITH FREE TEXT-Books---Extracts From the Report of the Minister of Education—How the Scheme is Worked in the West — An Ostensible Saving to the Public — Hardly a Fair Test, Because Not Long Enough Trial.

For the benefit of the trade in other parts of Canada, Bookseller and Stationer reproduces hereafter a portion of the report of British Columbia's Minister of Education on the free school book experiment which is being tried in the Western Province. Naturally the report pronounces the scheme successful, though it would scarcely seem that the experience of six months could be taken as a fair test:

"The adoption of a free text-book system is a natural outcome of free schools. Already several provinces of the Dominion of Canada have adopted such a system and are furnishing the pupils or their schools, free of charge, with all or nearly all the books required for the common school course. In the Province of Alberta, the school books supplied by the education department become the property of the children who receive them. The Province of New Brunswick has taken steps to place school books in the hands of pupils at cost price to the parents. But last year, when British Columbia decided to supply free text books, it chose a middle course or plan of lending the books to the pupils on certain conditions, a printed copy of which is pasted inside the front cover of each text book. The free text books supplied to each school in British Columbia thus form a lending library, a book being charged to a pupil who received and marked off when returned.

Make the Teachers Work.

"With the first shipment of books to any school, a teacher's record is always supplied for the purpose of enabling the teacher to keep an account of the number and names of books received as well as of their disposition. To secure a strict compliance with this important requirement of the lending system, a post card was in November last addressed to each teacher in the province whose school had drawn free text books, inquiring, among other things, if the proper entries of all receipts and disbursements had been made as required. It may also be added that before the first requisition for school books made by any trustee board was honored at the free text-book branch, the members of that board were required to sign an agreement undertaking to provide suitable accommodation (book case or book cases) for all free text-books and supplies furnished by the education department; and further to see that the teachers employed by them fulfil all the duties with regard to free text-books and that he or they keep a proper record of all these books.

"The free text-book branch of the education department of this province was opened in the basement of the Parliament buildings on July 1st, 1908, but much work of a preparatory nature had necessarily to be done before that date. The ordering of books, the furnishing of suitable quarters, the preparation of circulars, requisitions, receipts, agreements, record books, etc., occupied a good deal of time. On May 27th, 1908, explanatory circulars with blank requisitions and forms of agreement were mailed to all the school boards of the province, informing them of the recent decision of the education department to supply the public schools of the province (except high schools), free of charge, with certain text-books and school requisites and pointing out that full directions with other

particulars were printed on back of accompanying requisition forms for preparing a requisition which would be honored, within certain limits, at the free text-book branch.

729 Requisitions Filled.

"As far as I can determine, all the common and graded schools of the province, with perhaps two or three exceptions, have taken advantage of the offer of free text-books made by the education department. The Provincial Normal School was also supplied from this branch. From July 1st, 1908, to December 31st, 1908, 729 requisitions were filled by the free text-book branch. Of these, 489 were for the first term, 237 for the second term, two for school inspectors and one for the education department of Nova Scotia, in order to give samples of British Columbia text-books. The 489 first-term requisitions represent the needs of 410 public schools. In order to distribute all the supplies called for by the 726 public school requisitions referred to, it was necessary to ship 569 cases and about 530 parcels. The total weight of the shipments was over 90,000 pounds. In the majority of instances these supplies were forwarded to their destination by freight as the cheapest mode of carriage, although both express and post were also employed. The sum of \$35.72 in stamps (drawn from the general fund) was expended for the last-named service. It is satisfactory to be able to state that, as far as known all the shipments for the first term reached their respective destinations in good condition, although seven receipts are still outstanding. It may be explained that with every shipment of books a receipt form, which includes a list of the text-books forwarded to a particular school, is sent to the secretary of the board, with the request that the contents of boxes or parcels be checked with list and with copy of requisition, and that the receipt form be then promptly returned, after having been signed and dated. All this appears very simple, but to secure the return of some 480 receipts cost the free text-book branch several hundred letters of request and many duplicate receipts.

Distribution of Books.

"The 729 requisitions just referred to called for the distribution of the following: 30,979 primers and readers; 19,465 arithmetics; 36,668 copy-books; 108,486 scribblers; 410 Union Jacks; 803 teacher's records; 100 principal's records. The items are: 5,530 first primers; 4,610 supplementary primers; 4,339 second primers; 4,008 first readers; 4,031 second readers; 4,284 third readers; 4,177 fourth readers; 8,687 arithmetics (first book); 7,237 arithmetics (second book); 3,541 arithmetics (third book); 6,117 copy-books (No. 1); 5,995 copy-books (No. 2); 5,559 copy-books (No. 4); 4,557 copy-books (No. 5); 4,247 copy-books (No. 6); 5,817 copy-books (No. 8); 4,376 copy-books (No. 9); 19,327 scribblers (No. 1); 52,888 scribblers (No. 2); 21,305 scribblers (No. 3); 14,966 scribblers (No. 4). If the parents of the thirty-three thousand school children throughout the province had purchased the text-books called for by the 726 school requisitions at the prevailing retail prices, it would have meant an outlay for them of

\$27,347.25. The stock of books on hand, December 31st, 1908, would at similar prices retail for \$5,026.25.

"In dealing with the various requests for free text-books, the utmost care has been exercised by me in order to give each school what it appeared to need, as well as what it was entitled to according to the enrolment by grades entered on requisition form presented to the free text-book branch. It was necessary also freely to exercise the right to question requisitions and even to decline to fill them, except in part, when they appeared to be excessive. Some criticism may have been passed upon the officer in charge for exercising this right, but it seems to me better, if err one must, to commit a fault on the side of reasonable economy than on that of careless generosity. For instance, when a school of 38 pupils, not 30 of whom are fit to use a text-book in arithmetic, asks for 36 of these text-books, after having been supplied with 28, it seems proper to question such a requisition. And this is only one of many cases of a somewhat similar, though not nearly so unreasonable, a character. To have honored every requisition in full would have proved a somewhat expensive and fruitless course."

Cost of Supplies.

"In ordering the necessary books and other school supplies for free distribution, great care has been exercised so as to secure the lowest possible prices; no contracts were entered into at any time. The total expenditure of the free text-book branch of the education department to December 31st, 1908, was \$23,794.68, made up as follows: Books, labels, etc., \$17,327.01; Union Jacks, \$1,783; freight, labor, drayage, etc., \$1,919.82; distribution (freight, boxes, cartage, etc.), \$1,076.80; salaries of staff of three, \$1,688.05. Total, \$23,794.68.

"On the books received to December 31st, 1908, the branch, however, still owes \$1,231.67. The cost, therefore, to December 31st, 1908, is \$25,026.35. From this amount the sum of \$1,783, paid for Union Jacks, must be deducted in order to get the true cost of free text-books to December 31st, 1908, viz.: \$23,243.35. As nearly one-half the second term's requisitions were filled before the close of the past calendar year, it is probable that the outlay for the succeeding six months will not exceed \$7,000 in addition to what has already been spent and guaranteed. Nor does it seem likely that during the next school year the demand for bound books will be so great, since the supply at present in use should, with the exception of primers, last for several years. Of course, additional shipments will require as in the past to be sent out frequently, as books are filled (as in the case of copy-books and scribblers), are destroyed, lost, worn out, or burned by order of the medical health officer, and as the number of schools and school children increases. All this only proves again that it is the initial step which costs; the succeeding stages usually prove less expensive.

"As the people of the province collectively are the principals in the purchase and distribution of these free text-books for the use of their children, it is proper that they should learn whether or not this experiment has been of advantage to them financially. It has already been stated that the free text-book branch of the education department distributed during the past six months text-books and supplies which would have cost the parents, at prevailing retail prices, the sum of \$27,347.25. To place these books in the hands of the public school children through the medium of the free text-book branch required an outlay of \$20,084.19, made up as follows: Text-books (laid down cost), \$17,319.34; distribution, freight, etc., \$1,076.80; distribution, salaries of staff, \$1,688.05. Total, \$20,084.19."

THE BATTLE OF THE REDS.

The application of the Red Book Corporation, of Chicago, for an interlocutory injunction against C. W. Etches, bookseller, Bleury St., to restrain the sale in Montreal, of the Red Magazine, on the ground that it infringes the trade mark rights, of the petitioners, which was heard three months ago in the Superior Court, before Mr. Justice Fortin, has resulted in an injunction preventing the further sale of the magazines, until the case is settled.

At the time a number of affidavits were filed on behalf of both sides, the defendant in his answer to the petition, submitting among other things, that, being merely a dealer, and not the publisher of the Red Magazine, which is one of the numerous Harmsworth publications, owned by the Amalgamated Press, Limited, of London, England, he should not be restrained, especially as the Amalgamated Press as shown by their Canadian circulation manager's affidavit, have not only the legal right to publish the magazine and send it for sale to Canada, but are ready to intervene, and establish their legal right, and are willing to furnish ample security, for any damages that the petitioners may sustain, and are entitled to recover, through the continuance of the sale of the magazine, in this province, during the period of the proceedings.

It was moreover, contended that the magazines were entirely different in their get up, and general appearance, from each other, and that in particular, the petitioners have no legal right to the exclusive proprietorship, in the word "red" nor in any color "red," such word and such color being in common use on the covers of magazines, and publications, the Canadian Red Book and the Daily Red Book being among others referred to as examples.

A judgment has not been rendered in the case yet.

T. J. Laverty represented the petitioner and Mr. Crankshaw, K.C., acted for the defendant.

In the course of the argument Mr. Laverty referred to the fact, that about a week ago five interlocutory injunctions were granted, on the application of his clients restraining the sale of the Red Magazine, by the Toronto News Co., the Imperial News Co., and others; these interlocutory injunctions have been dissolved by the High Court.

Mr. Laverty also referred to an application pending here to restrain T. Chapman from selling the Red Magazine. Mr. Crankshaw on behalf of the Amalgamated Press, filed and served an intervention for the purpose of contesting same. E. Watkin Etches is representing the Harmsworth interests in the case.

Further particulars about the disastrous fire which wiped out the premises of W. J. Stephenson, Wetaskiwin, have been received by Bookseller and Stationer. Mr. Stephenson writes: "The fire started in the next store of the same building and cleaned up several big business blocks before being checked. The weather was so bitterly cold that it was hard to do anything to stop it. I had just moved into my new stand on October 1st, and was getting things in pretty good shape. I had a stock of over \$10,000, with insurance of \$6,000. I had just closed up my Camrose branch on December 31st, and shipped in the stock and had brought some of the best of it up from the station, and this was all burned, but, fortunately, I had most of my stationery, etc., still at the station. I have secured temporary premises till the block is re-built and have re-opened with my Camrose goods. I expect to get a fine corner store again, when the P. Burns block is re-built."

ADVERTISING SPECIALTIES---SUGGESTIONS FOR THE Retailer---Manufacturers Willing to Help the Trade With Publicity Ideas—Such Aid is Mutually Beneficial—Advertising Value of Window Displays — How to Increase Their Effectiveness — By W. G. Colgate.

Nearly every retailer, no matter in what line of trade, realizes that the largest percentage of profit comes direct from his sales of specialties. There is very little money to be made from staples. They comprise for the most part what are commonly referred to as the actual neces-



Distinctive Treatment by Hand Lettering.

sities of life, and their continuous sale and extensive use eliminate altogether the chances of large returns.

The grocer, for instance, makes a very close margin of profit from the sale of sugar, bread and other staples. He seldom, if ever, advertises any bargains in these lines unless he is willing to sacrifice the small profit left him in order to get customers into his store. But, instead, you find him boosting the sales of those special lines of goods which he knows will net him a fair return. He has tried this plan and found it to be successful.

In advising the bookseller and stationer to follow a similar course of procedure, in regard to the disposal of his stock, we must not omit to mention a certain advantage which lies with the book dealer. This is in the effective aid which the sales and advertising departments of the specialty manufacturers are willing to render him in the promotion of his advertising plans.

In our previous issue, reference was made to this, and booksellers were advised to call upon the manufacturers of their special lines for help in the preparation of their advertising copy. Firms that manufacture and advertise extensively such specialties as fountain pens, inks, muelage, carbon papers and ribbons, typewriter supplies, fancy papers, cameras, etc., usually have advertising departments in charge of experts. These departments by active co-operation with the dealer in supplying him with copy, cuts, advertising plans, layouts and general advice, do much toward assisting him to understand more fully the possibilities of his particular field and how he can develop it to the best advantage. Such assistance is mutually profitable. It results in more effective publicity for the dealer and largely increased sales for the specialty manufacturer. For the dealer who contemplates pushing the sales of his specialties, the foregoing suggestion is worthy of consideration: Dealers, not unlike the general public in this way, seem to be rather shy in taking advantage of gratis services, thinking, no doubt, that there may be a

"string" attached to them. But if there happens to be in this case, it is one that draws the retailer and specialty manufacturer closer together for greater benefits to be derived from the systematic application of a combined effort in the direction of better advertising.

It would be a good idea for the retailer when advertising in the local press to have his window display correspond with the character of his advertisement. If, for example, he is advertising fountain pens, his windows should be attractively dressed with these articles at the same time suggesting the various uses to which they may be put. Neatly printed or hand-lettered cards may be used for short, catchy sales talk. Everything possible should be done to attract attention to the display. The notice of the public should be called to it through the local paper. Such an up-to-date system of publicity will seldom fail to attract public attention, and if the newspaper copy is of the right kind, it should succeed in inducing an increased number of buyers to visit the store.

Most booksellers are acquainted with the advertising value of attractive window displays as an auxiliary to newspaper advertising. Efforts expended in either

Big Book Store

Holiday Goods

We have passed into stock many new lines for the holiday trade and you can have these goods at reasonable prices. Call and inspect our stock before making your purchases.

New Books.

A book makes a good holiday gift. We have a good stock of the latest Books for old or young.

Dolls and Novelties.

We have a large stock of dolls, and other novelties, also a good stock of toys.

China Department.

The stock in this department is well assorted. The stock of Limoges China is complete and prices are right for the holiday trade.

Your holiday trade will be appreciated at the Big Book Store.

Elliott and Walley

PROPRIETORS OF BIG BOOK STORE.
Organic Block. West Bank of Occident.

Lacking in Price Interest.

direction should amply repay the retailer, who will find a combination of both these forces no inconsiderable asset in his business.

Hambly's stationery store, London, advertise weekly specials. It is a good idea. The change of copy from week to week will be apt to sustain the reader's interest.

est in his ads. which are attractive in typographical arrangement.

Although Dodd, Mead & Co., are publishers as well as retailers, and possess opportunities in the way of large advertising not afforded the regular dealer, yet their newspaper publicity offers ideas available to anyone interested in small-space publicity out of the common. In their ad. they make use of hand-lettering which suggests books at a glance. This, together with its theme—convenience—will appeal to the booklover and the busy person alike. Its increased cost over ordinary type composition will naturally deter many from adopting it. But its very air of exclusiveness and the opportunities that it presents for artistic treatment render it an unusually valuable form of bookshop publicity.

The type used in the headline of Mallagh's Bookshop ad. is rather too extended to be easily read. The wording, however, is striking. As it plays on a dominant note in human nature—curiosity—it is quite likely that the ad. was widely read. Its layout is very effective, although the setting of the original prices in a lighter face type would have avoided any confusion in reading. This would have also contrasted with the black-face figures and made them stand out more boldly. The introduction has just the proper tone to convince the skeptical of the genuineness of the sale. The story is definite and logical and the prices suggestive of real savings. Altogether, it presents a first rate example of good bookshop publicity, inasmuch as it embodies the most vital essentials of consumer advertising.

Elliott & Walley, Wingham, are users of generous space, but the ad. loses a lot of interest for most readers from the fact that it neglects to quote prices. Some price talk would have made it a great deal more effective. I would suggest changing the name of the "Big Book Store" to one with a little more individuality.

How would "The House of Books" do? The present title sounds rather commonplace. It is difficult sometimes to evolve a name that will be altogether original,

SPECIAL FOR THIS WEEK

CLEARING OUT THIS LINE

SOCIETY REPP NOTE

2 lb. Packet and Envelopes 75c

Usual - - - - - \$1 25

HAMBLY'S STATIONERY

A Suggestion for Small Space.

but if a little time is spent in the selection, a more satisfactory results would usually be attained.

C. H. Numan, of the C. H. Numan Co., New York, makers of "Victor" inkstands, left his headquarters on February 1 for an extended trip through Western Canada, visiting Winnipeg, Vancouver and other Western cities, and returning later via Toronto. Mr. Numan reports the largest sales of "Victor" inkstands ever made in Canada during 1908.

On January 27 at St. Ann's Church, Sudbury, the marriage took place of Miss Maud Austin, eldest daughter of Mrs. J. Higgins, Sudbury, and Edward O'Gorman, bookseller and stationer, Pembroke. The ceremony was performed at six o'clock in the presence of a large number of relatives and friends. After the wedding breakfast, the couple left to visit Port Arthur, Ignace and other points west. Bookseller and Stationer extends congratulations.

ARE WE JUSTIFIED?

Almost every man has seemed to be having a "clearing out" sale, and it is interesting to read the names assigned to the various kinds of sales. Some "sales" are justifiable—Yes, that's true. And, those who are justifying their sales are at least our customers. When we purchased our business from Mr. Anderson last fall we realized that we would require to make a number of changes in the business and prices of the store. Even Mr. Anderson has his own ideas about management of a business and of course we had to put ours into effect. It was a long time before we could get our new ideas into effect and new clearing out sale charges have been completed. When this work was accomplished we found that Xmas was almost upon us and we decided that in order to get the way of a clearing out sale for the New Year. Now here we are and our story is simply this—There are a number of our line of goods, and especially of our line of stationery, which we are determined to clear out. Every merchant has his own ideas of clearing out, and it is our line of stationery that we are clearing out. We recognize that this clearing must be accomplished by

A SLAUGHTER IN PRICES

Some of our bargains and let go of the goods at the figures quoted below. This is a genuine sale. No change of price to raise some money. And can only be accounted for on our own part, by our desire to make room for goods of our own buying.

For Men

5 Quire Packages of
Note Paper

\$1.00 Pack 50c
75c Pack 40c
50c Pack 25c
25c Pack 15c

We have Envelopes, Stationery, and Clearing out

1/2 Off

For Churches

We have a large stock of
theatrical small envelopes
and other stationery.

1/3 Off

Mourning Stationery

In addition to different widths
of paper. Also an enormous
assortment of mourning stationery.

25c per Quire Now 15c
20c per Quire Now 10c
15c per Quire Now 8c

For Ladies

Boxed Note Paper

Envelopes to Match

50c Box 25c
40c Box 20c
25c Box 15c
20c Box 10c

For Ladies

Writing Pads

60c Pad 30c
40c Pad 20c
25c Pad 15c
20c Pad 10c
15c Pad 8c
10c Pad 5c

COME EARLY

For the Lawyer

"We have a great
assortment of"

Official Envelopes

in sizes 9, 10, 11, 12, 14

Clear Out at

1/3 Off

Why Not Buy?

For the Office

Cash Books
Ledgers
Day Books
Journals
Letter Books

These have Mr. Anderson's
name stamped on the cover. His
own goods are now ordered so
that these other goods must go at

1/3 Off

Envelopes

To Clear at Same Rates
In No. 9 and No. 10

THIS SALE CONTINUES FOR 30 DAYS

Valentine's Day, Feb. 14

MALLAGH'S BOOKSHOP.
SUCCESSION TO J. J. ANDERSON & COY.
183 DUNDAS ST. LONDON, ONT. Phone 366

Waterman's
Ideal
Fountain
Pen

Well-Balanced and Effectively Displayed.

AMUSING LITTLE STORIES ABOUT MEN IN THE Trade---Nelles of Guelph a Good Bluffer—Prominent Traveler's First Cigar—An Agent for Clergymen—Mixing Up Robert Burns and Rubber Bands—A Strange Coincidence in Character and Literary Taste.

His First Cigar.

Scene.—Rotunda of the Windsor Hotel, Montreal. A traveler for one of the most important publishing houses



Consternation!

in Toronto entered the Windsor Hotel the other day with one of the Montreal trade, whom he had been inducing to purchase spring fiction in heavy quantities. The success of his campaign had evidently been great, for to the surprise of two or three rival travelers lounging there, he was smoking with evident delight a huge cigar. Never before had he been known to indulge in the weed. The sight was too much for the others, and one of them decided to get even with him. Crossing to the desk, whilst the victim continued to converse with his customer, he scribbled a few words on a telegraph blank, folded it and handed it to one of the colored pages to deliver. The bellboy circulated through the rotunda, calling the traveler's name in stentorian tones. At first the latter was oblivious, but presently he woke to the fact that he was wanted and dashed eagerly after the boy, expecting, no doubt, to receive a heavy order by wire. Snatching the paper from his hand, he opened it and read, "Thou shalt not smoke while selling books for us. ————." The effect is not easy to describe. The onlookers can better picture it, but for a minute or two he felt as if he had got his dismissal.



When Nelles Bluffed.

It was just after the executive of the Booksellers' Association had interviewed Dr. Pyne at the Education Department, Toronto, and were starting down Victoria Street. The ordeal was over and every one was light-hearted.

"Boys," exclaimed Charlie Nelles, of Guelph, "let's go in and have some fun with Musson's—remonstrate with them for going after library business direct."

Everyone agreeing the executive turned off at Wilton Avenue and mounted to the Musson Book Co.'s new office. It was the noon hour and for a moment or two it looked as if the joke would be on the jokers for lack of a victim, but presently in came one of the prominent officers of the company.

After shaking hands all round in a most cordial manner this gentleman was somewhat taken aback at being addressed by "Charlie" Nelles in most solemn tones somewhat after this fashion:

"Sir, you see before you the executive committee of the Booksellers' Association. We have a painful duty to perform. You are aware that the bookseller's business is a most precarious one, and that it should receive the strong-

est support of the publishers. Instead of that we find certain of the publishers going over our heads and taking business away from us. We regret to have to say that this accusation must be laid against you. Your company is charged with seeking business direct from libraries and others to the detriment of the booksellers."

The victim protested in the strongest terms that this was absolutely untrue. "We have never solicited a single order direct since I became connected with the company."

At this, the assembled booksellers could control themselves no longer and the fact that it was all a practical joke was explained.



Another MacDougall Agency.

Apparently there is no limit to the number of A. Roy MacDougall's agencies. He gets them here, he gets them there, he gets them everywhere, and how he keeps track of them all is a seven-days' wonder. We were expecting that his latest would be a matrimonial agency, and in a way that's what it is. He has become a dealer in clergymen. No, he hasn't entered the church himself, and we can say authoritatively that he doesn't intend to. The story of how he took his latest agency is easily told. One day not long ago he was working away busily in his subterranean sample room, when the street outside became blocked. He hurried to discover the cause and was met at his door by a throng of people—men, women and children.

"We're looking for an agency man called MacDougall," said the leader.

"I'm MacDougall," he answered. "What can I do you for—pardon—do for you?"

"We're in search of a minister," said the spokesman.



Besieging the Agency.

"Well, I think I can get you one," answered MacDougall, not a whit abashed. "I'm in the agency business, as you know, and I'm prepared to deliver anything you want."

"His name's McLeod."

"Not George McLeod, the publisher, surely?"

"Oh, no; McLeod from Truro, Nova Scotia."

"Quite so. I'll get him for you. Good day."

This is the story, as told by "Tom" Allen, of how the Deer Park church, in Toronto, got their new minister. We don't vouch for all the incidentals.



Some Chapman Stories.

A. T. Chapman, Montreal, is always ready to swap stories with the traveling men, and here are a couple of his experiences in the book business which he told to a Toronto book traveler.



Not What he Wanted.

A new arrival from Scotland, with the Scotch burr strongly developed, stalked sturdily into the store early one morning before business was well under way, and accosted one of the junior clerks with a request which the youth thought was for a copy of Robert Burns' poems.

The clerk, not being conversant with the stock, repaired to Mr. Chapman and told him that the customer

wanted a copy of Burns. Mr. Chapman immediately got down three or four editions and took them over to the Scotchman. To his surprise the latter shook his head hopelessly, "It's nae Robert Burns I askit for, but rubber bands," he explained dismally.

Mr. Chapman is accustomed to let his clerks take home copies of the books to read, but each one so doing has to enter up the title of the book and his or her name in a record kept for the purpose. Some time ago Mr. Chapman had an unpleasant experience with one of his employes, who defrauded him and the express company and was brought up in court and punished. On looking to see if the delinquent had any books in his possession, Mr. Chapman found that he had only one book out, but the remarkable thing about it was that the entry read, "The Thief" ————.



NOTES FROM THE CANADIAN CAPITAL —Improvements in "The Bookstore"—Moral Reformers Out After Immoral Books—Reid Bros. Circulating Library—Little Discussion About Copyrights.

Ottawa, Feb. 2.—January book sales and special prices on holiday left-overs marked the past month in the bookstores. Some very attractive values were presented, which formed tempting prizes for book readers.

"The Bookstore" has received some very advantageous display improvements. Mr. Jarvis has his books so arranged that a seeker after any particular book has but to look in the section under which the desired book would come, such as, fiction, standard, travels, religious, historical, etc. The aim of "The Bookstore" is to sell good books, and to display these books in such a manner as to render selection easy. Modern ideas are always welcomed by this book depot when such ideas are conducive to commercial advancement.

Lending Library.

Reid Bros. report a big patronage of their lending library, which includes all the latest books. Their scheme is to charge one dollar for a book at the start and the

volume becomes the purchaser's property. Should he not desire to keep it, he may exchange it for another in the library for ten cents, and repeat this practice indefinitely, the last book taken being his own. This firm also make a feature of publishing special "Ottawa" souvenir postals, which prove to be good sellers. The shop's motto on the door, "Reid sells everything to Read," is comprehensive and truly so, for one will find literature in every form somewhere in the shop. Additional floor space would facilitate business.

Immoral Fiction.

The local Anglican Committee of Moral Reform is to make application for prosecution of all vendors of immoral books. Your correspondent has been informed that a tour of the shops has been made and a careful investigation instituted in connection with this pure literary food campaign. Two books under the ban are, "The Yoke" and "Three Weeks." In connection with the foregoing, reference to the Dominion Customs Act of 1907 provides the following:

Section 11 of the customs tariff of 1907 reads: "The importation into Canada of any goods enumerated, described or referred to in schedule C to this act is prohibited, and any such goods imported shall thereby become forfeited to the crown and shall be destroyed or otherwise dealt with as the Minister of Customs directs; and any person importing any such prohibited goods, or causing or permitting them to be imported, shall for each offence incur a penalty not exceeding two hundred dollars."

Schedule C of prohibited goods enumerates these articles: 1201. "Books, printed paper, drawings, paintings, prints, photographs or representations of any kind of a treasonable or seditious or of an immoral or indecent character."

Books at the Library.

The report of the public library for 1908 shows that 20,000 citizens who did not use the library in 1907 availed themselves of its privileges during 1908. There were 30,000 active users of the library, reading 200,000 books during the year. The increase in book circulation in 1908 over 1907 was 37,650. There was an increase in the amount of non-fiction read. There are at present in the library 32,500 books. From this report it is very well evidenced that book-reading is rapidly increasing in the Capital, and this should tend to advance the sales of the bookstores.

A Copyright Matter.

Fotheringham & Popham are featuring a line of copyrights at fifty cents which are meeting with a great sale. In this connection the opinion has been expressed that in some instances the customs law with reference to copyright books is rather severe, so far as the reader is concerned. It is based on the fact that a book is held "tight" in Canada longer than across the border, with the result that our American cousins are enabled to buy copies of books for fifty cents, which we on this side of the boundary are obliged to purchase, if we want them, at double or treble that figure. The course which would seem equitable under such circumstances would be to so arrange the copyrights that when release was made in one country it would also be made in the other and the benefits accruing therefrom be participated in by all peoples. Canadians want the advantage of buying good fiction at low prices when such is possible and steps to provide the same should be taken by those in a position to act. The higher prices mean more for the publisher, but less for the consumer. Probably the former can arrange matters to the satisfaction and profit of all.

PERSONAL AND TRADE ITEMS OF SPECIAL INTEREST —Movements of the Travelers—Changes on the Traveling Staff of L. C. Page & Co.—Agencies Being Arranged For—Westerners Come East and Easterners Go South — Visit of An English Traveler.

Carl Partik, Montreal, dealer in souvenir goods, has assigned to Wilks & Michaud.

F. A. Clinch, of D. Appleton & Co., New York, paid his regular visit to Toronto last week.

The stock of R. M. Simpson, fancy goods dealer, Berlin, Ont., has been advertised for sale.

S. C. Britton, of Reilly & Britton, Chicago, was a visitor to Canadian book centres last week.

Margaret Powers, Toronto, dealer in stationery and fancy goods, has discontinued business.

Margaret J. MacCammond, fancy goods dealer, Seaford, Ont., has assigned to Francis Holmsted.

The stock of F. W. Law & Co., Limited, wholesale stationery, Winnipeg, was sold by auction last month.

Pickles' New News Stand, Brantford, was moved from 38 Market Street to 72 Market Street, during January.

P. C. Leadbeater, manager of the New York branch of Frederick Warne & Co., was in Toronto for a few days recently.

Arthur P. Reed, manager of the stationery department of the Copp, Clark Co., Toronto, paid a visit to the marts of New York quite recently.

John Morgan, of Raphael Tuck, Sons & Co., Montreal, is at present registered at the King Edward Hotel, Toronto. He reports good buying.

Wm. G. Wallace, dealer in tobacco, books, etc., has assigned to J. P. Langley, Toronto. The stock was advertised for sale by tender January 22.

Thomas Allen, of McLeod & Allen, Toronto, left on his regular spring trip to the West about the first of the month. J. Vevan Hay left with him.

Fire on January 31 gutted the building occupied by Reid Bros., wall paper and picture frame dealers, St. John, N.B., destroying stock valued at \$12,000.

A. O. Hurst, Toronto, is getting through his city business as quickly as possible and hopes to get out on his regular spring trips about the middle of the month.

Harry Bell, of the Consolidated Stationery Co., Winnipeg, has been down east on a buying trip. He will have some new lines to show to his customers this season.

Thomas E. Menzies, of Menzies & Co., Toronto, representatives of Savory & Co., Bristol, England, and other English houses, is absent from Toronto on a western trip.

George Clark, of Valentine & Sons, Limited, Montreal, has been confined to his house for a couple of weeks, but is about again. Mr. Clark leaves shortly for a trip to Scotland.

Dr. William Wilfred Campbell, whose "Poetical Tragedies" have recently been issued by William Briggs, speaks of publishing later a volume of historical dramas and comedies.

Arthur T. Ratz, for five years bookkeeper for the Morang Educational Company, Toronto, died on Feb. 2

from an overdose of laudanum. He was a nephew of Senator Valentine Ratz.

H. L. Carman has been appointed permanent Canadian representative of Mabie, Todd & Co., London, England, manufacturers of the "Swan" fountain pen. His headquarters are at 124 York St., Toronto.

Sigmund Birn, of Birn Bros., London, makers of cards and calendars, is at present in America, and will likely visit his Canadian representative, A. Roy MacDougall, Toronto, about the end of the month.

Brickenden, McCrimmon & Nelson, wholesale fancy goods, London, Ont., have dissolved partnership. G. F. Brickenden and F. D. McCrimmon will continue the business under the style of Brickenden & McCrimmon.



HARRY W. SULLY

Canadian Traveler for L. C. Page & Co., Boston, for Several Years. and now with H. B. Claflin Company, New York.

Among the Toronto traveling men who foregathered at the Windsor Hotel, Montreal, recently were E. W. Walker, of the Methodist Book Room; H. W. W. Copp, of the Copp, Clark Co.; Thomas Allen, of McLeod & Allen, and J. B. Hay, of the Eaton, Crane & Pike Co.

The Bennett News Co., White Horse, Y.T., gave possession of their business on February 1 to Herbert G. McPherson, who is now conducting it under the name of Herbert G. McPherson, successor to the Bennett News Co. All bills contracted up to February 1 will be paid by the Bennett News Co.

A. O. Hurst is delighted with the line of fancy metal goods which the Frost Arts and Crafts Workshop, Dayton, Ohio, have sent him for this season. Mr. Hurst is the sole Canadian representative for this firm and he will

BOOKSELLER AND STATIONER

show their entire line this season. Particulars of the goods appear elsewhere.

W. J. Gage, president of the W. J. Gage Co., Toronto, who has been foremost in the work of fighting tuberculosis in Canada, has offered the faculty of Toronto University a scholarship of \$100 and a gold and silver medal to fourth and fifth year students and graduates of not more than one year's standing to be competed for



HORACE WOOLLETT

Who is Carrying the Lines of Frederick Warne & Co.,
Setten & Durward and Ayres, Limited, in Canada.

by medical students, who shall make a specialty of tubercular investigation.

A provincial charter has been granted to Canadian Art, Limited, with headquarters in Toronto, to carry on the business of a general art store dealing in artists' materials and kindred supplies, manufacture picture frames, and carry on an art gallery. Several Canadian artists are interested in the company, including C. M. Manly, Gustav Hahn, F. M. Bell-Smith, F. H. Brigden, Frederick S. Challoner, Conestogo; and F. S. Haines, Meadowvale. The company is to be capitalized at \$25,000, divided into five hundred shares of \$50 each. The provisional directors are: C. M. Manly, Gustav Hahn, F. M. Bell-Smith, John Rudard, Frank Law and F. H. Brigden.

Horace Woollett is at present registered at the King Edward Hotel, Toronto. Mr. Woollett carries the samples of four English companies—Frederick Warne & Co., publishers, London; Robert Riviere & Son, fine bindings, London; Setten & Durward, manufacturers of stationers' sundries, Birmingham, and F. H. Ayres, Limited, manufacturers of outdoor and indoor sports goods. This is Mr. Woollett's first visit to Canada, though he is no stranger to travel, having made four trips to the four colonies of South Africa for Warne & Co. He has been connected with this firm now for 22 years. From Toronto, Mr. Woollett will go as far west as Winnipeg, and then travel as far east as Halifax, stopping at all the principal cities.

Harry W. Sully, who has for the past fourteen years been with L. C. Page & Co., Boston, became manager of the sales department of the H. B. Clafin Co.'s book department, New York, on February 1. Mr. Sully is a Canadian by birth, having been born in Montreal in 1874. His

first important trip as traveling salesman outside of Boston, was in 1897, when he came to Canada in the spring, the same year covering Pennsylvania, New York and the New England States. Since 1900 he has been making in addition annual trips to all the important cities in the Southern States, besides a second trip to Winnipeg and the West. He has many friends in the book trade in Canada and he says he will always be glad to have them look him up when in New York.

J. J. F. Smith, representative of L. C. Page & Company, has just joined their force, having taken the place of H. W. Sully. Although Mr. Smith is a young man, he has had eight years' experience on the road, and 21 years of service in the book business, that entire length of time with one house. He was born in Boston in 1873, and started with the firm of Lee & Shepard in 1887, and has continued with them and their successors, Lothrop, Lee & Shepard Company, until February 1st of this year. With his long experience, from the ground floor up, he has become familiar with every branch of the publishing business. His territory as a salesman has been the entire South, part of the Middle West and Central States, and all of New England. With the firm of L. C. Page & Company, he will cover almost the same ground, with the addition of Canada. He has just paid his first visit to Montreal and Toronto.

Under instructions from J. P. Langley, the assignee, the stock of the National Stationery Co., Toronto, was sold by auction on January 27, to satisfy the claims of its creditors. At the time of the failure, the assets were estimated at about \$2,500, half of which was in machinery. The liabilities were indeterminate, owing to the fact that the company had a suit pending against a fire insurance company for non-payment of loss incurred in



J. J. F. SMITH

New Canadian Traveler for L. C. Page & Co., Boston.

a recent fire. The former had secured judgment against the latter in court, but the insurance company appealed the case. Should the decision of the lower court be sustained a sum amounting to from \$3,000 to \$8,000 will be added to the assets. For the present a dividend of 30 cents on the dollar has been declared for the benefit of creditors.

THE MEN WHO HOLD THE OUTPOSTS FOR THIS PAPER—Bookseller and Stationer's Lieutenants in London, New York, Chicago and Winnipeg—Something About Their Careers—All Well Qualified to Carry on the Work.

This page introduces five outposts of The Bookseller and Stationer—the men in charge of its chief offices in London, Eng., New York, Chicago and Winnipeg. There is that about the word "outpost" which makes its application very appropriate here. It not only suggests activity on territory occupied, but, also, a keen eye on perspective. That thought ought to merit some reflection on the part of readers of The Bookseller and Stationer, and those who advertise in it, since the most satisfactory service in their interests is the objective point. "Good enough" is not, from The Bookseller and Stationer's point of view, good enough for them. Greatest efficiency demands, among other things, able representation in the most important centres.

Booksellers and stationers and those interested in different branches of the business, need never go a-begging for a handshake in any city where The Bookseller and Stationer has a representative. The offices, it will be found, are most convenient to business districts, and a visit, no matter how brief, from manufacturers, merchants, buyers or salesmen will always be regarded with the greatest pleasure.

J. M. McKim, chief of the London office, and European manager, is a Toronto man. Fifteen years ago he joined the staff of the MacLean Publishing Co. He was assigned office eight years ago, and has been successful in that important field. His assistant is E. J. Dodd, a Bristol, Eng., man, who came to Canada at the close of the South African War, in which he saw active service. He had charge of the advertising end of Bookseller and Stationer in Toronto for some time, and a couple of years ago became Mr. McKim's lieutenant. The London office is located at 88 Fleet Street, E.C.

R. B. Huestis, who took charge of the New York office two years ago, was with the wholesale firm of A. B. Book & Co., Halifax, N.S., for eight years, having been office manager for the last three years of that period. Mr. Huestis, subsequently, covered Canada from ocean to ocean as the representative of a banking institution, and is a firm believer in the country's future. He recently moved into



J. M. McKIM

Chief of the London, Eng., Office
88 Fleet St., E.C.



J. P. SHARPE

Chicago Office, 933-5 Monadnock
Building.

new offices, Nos. 622-4 Tribune Building, New York, which are a decided improvement upon former quarters and in keeping with progressive conditions.

J. P. Sharpe, of the Chicago office, was born in England, and, on coming to Canada, studied law for two years in Manitoba University. Taking up general brokerage, he identified himself for seven years with the business activities of the West, and a few months ago became the Chicago representative of the MacLean Publishing Co., his office being Nos. 933-5 Monadnock Building.

A thorough training in mercantile methods through his connection with a general store in Western Ontario was the initial stage of the business equipment of F. R. Munro, of the Winnipeg office. In 1903 he graduated from Toronto University, and, for fifteen months, was engaged first in editorial work on Hardware and Metal, and later on advertising. In 1904 he took charge of the Winnipeg office. This is centrally located on the fifth floor (No. 511) of the Union Bank Building.

The title of Lewis Joseph Vance's new novel will be "The Bronze Bell" instead of "The Gateway of Swords" as at first announced. The publisher for Canada is William Briggs, Toronto.



F. R. Munro

Winnipeg Office, 511 Union Bank
Building.



E. J. DODD

Mr. McKim's Lieutenant in the
London Office.



R. B. HUESTIS

New York Office, 622-4 Tribune
Building.

Editorial Chronicle and Comment

KNOW YOUR STOCK.

The importance of making an inventory of all specialties left over from any particular season should commend itself to those of our readers, who handle such lines, for in buying new goods it is always useful to know exactly the condition of stock on hand. Seasonable goods such as valentines, Easter cards, Christmas cards, etc., are usually packed away after the event is over, and the dealer has only a hazy idea of the value and extent of his left-overs. Travelers come along and want to sell him new goods, and the dealer doesn't know whether to buy or not. Now, if he only knew just what priced goods he was over-stocked or under-stocked in, he would be in a proper position to do business with the traveler. Few will want to be bothered, opening up their stock to see what is stowed away, and they either fail to buy enough or else buy too much of something that really isn't needed. The moral is always to take an inventory of stock on hand when putting unsold goods away.

FREE ADVERTISING SERVICE.

On page 13 will be found an important announcement which should interest all our readers. In brief, we have arranged to prepare an advertising campaign, absolutely free, for any bookseller and stationer, who is a subscriber to this paper or to give advice on the preparation of advertising copy. Advertising to many a bookseller is an untried field. Either he may not believe in it or else he is afraid that he does not know enough about it to care to try it. It is for the latter class that we are ready to devote time to the elucidation of the ad-writing problem. Any bookseller among our subscribers who wants a series of business-pulling advertisements cannot do better than write in to the manager of our copy department.

A REGISTER FOR CUSTOMERS.

Some fine day a bookseller is confronted with a proposition, which calls for the circularization of all his customers. If he only had a complete list of all the people, who bought from him, at his hand, it would mean dollars and cents to him.

Now this is precisely what most dealers haven't got and they only come to realize that they haven't got it, when there is a call for it. If they could only foresee that some day they might stand in need of it, they wouldn't let a minute pass before they set to work to prepare it.

How is such a list to be compiled? Simply this way. Enter up the name of every person who comes into the store and buys something. In a week's time you will have quite an imposing list. Within a month you will

have a fairly complete directory of buyers and in a year, we venture to say, you will have an invaluable possession.

Then having got your list, use it. A hundred and one opportunities will arise and you will be amply repaid for the time spent in entering up the register.

THE BARGAIN TABLE.

If merchants could only learn the advantage of sacrifice, we would have fewer stores loaded up with antiquated rubbish. It is hard, of course, to see goods, which cost a pretty penny, cleared out at one-half or one-quarter the price paid for them, but isn't it better to have the money than the goods?

It reminds one of the boy standing shivering on the river bank afraid to take the plunge into the cold water. But once his courage is roused and in he jumps, he revels in the current. Once the merchant's courage is raised to the point, when he can dash his pencil through the old figures and mark down new ones, he will realize that the sacrifice was not so serious after all as he anticipated. It will be pleasant to see the dusty shelves cleared out and the money clinking in the till.

Use the bargain table more freely and place it right in the front of the store. Mark the goods plainly, showing the reductions. Get the public to look for these cuts and you will have one of the best possible drawing cards you could ever arrange.

COMPARISON AS AN INCENTIVE.

Most dealers can estimate and compare their annual turnovers fairly accurately. Those who do, must realize the incentive that lies in such comparisons. To do better in 1909 than in 1908 will spur many a man on to greater efforts. But suppose these comparisons instead of being made annually should be made monthly or weekly, or even daily. Here is the second Saturday of February. What sort of business was done on the corresponding day last year? Suppose it was a big day. Will it not be a spur to drive you on to surpass it this year? A very simple system of bookkeeping will enable any dealer to figure out and compare his sales from day to day.

LEARN EVERY DETAIL.

It pays a man to learn thoroughly every detail of his business. The young man of to-day who hopes to have charge of a business of his own, or for someone else, in a few years, should never lose sight of that fact.

Every day some little thing comes up which, though a mere incident and possibly easily passed over without

digging down to the bottom of it, should be treated differently by the young man who would make a success of life.

Such a man should never allow these little details to pass him without making himself thoroughly familiar with them, for they are business lessons, and the more of them he absorbs while working for another the fewer of them will be stumbling blocks when it comes time to manage the business himself; for at that time, if he has had the experience, he can give a word or two of instructions and be sure things will be carried out right, and those in his employ will have the more confidence in him, while the opposite effect will be created if he is compelled to admit that he knows nothing about it, and depends upon someone else to dig out the particulars, and the effect is even worse if he gives instructions which prove that he is not acquainted with the subject in hand. Get every detail. It belongs with the business.

ENCOURAGING CLERKS TO MAKE SUGGESTIONS.

"What reams of paper and barrels of ink are wasted by people who never think." Thus did a merchant break into rhyme when asked to describe his most serious salesman problem. How to make members of his staff use their heads in their work, was, he stated, a question which never seemed to be capable of solution.

"It is a good plan to encourage your clerks to think for themselves," said he. "There is not a man in my employ who does not feel that if he has a suggestion to make, I am his best listener and most willing to put that idea into practice if it is a good one.

"I do not think it advisable to pay clerks by commission. It gives them a good chance to bore customers and to force sales which are not only unsatisfactory to the purchasers but also to the store. It also opens the way towards irregularities and ill-feeling.

It has never been necessary, since I started in business for a clerk to ask me for a raise in salary. If I see that a man is worth it his pay envelope is immediately fattened. We never bring in men from the outside to take head positions in our departments. When the gap comes, the man who is best qualified for it in the department gets it. Such plans as these promote an esprit de corps desirable in every store.

"Of course there are clerks and clerks. Some are mere machines, who never attempt to promote the interests of any line of stock save that which is asked for. A skilful clerk will very nicely introduce lines which he knows as by instinct cannot fail to be of interest to the shopper. Nine times out of ten that man will sell more to the shopper than she had at first intended to buy, but it was all done so pleasantly that everybody was satisfied. Not very long ago a lady came into the store and asked 'Where is Mr. —?' mentioning one of the salesmen. He happened to be out at the time so another clerk was assigned. The lady told me afterwards that she wished to buy certain goods upon which she had formed no decided opinion, but that she knew from former experi-

ences that this clerk would so handle the matter for her that she would be satisfied with the selection which she finally made. That clerk has the faculty of showing and selling goods in a way that makes every sale a profitable precedent.

"Do you not find that clerks now-a-days have a very limited knowledge of processes of manufacture and of the uses of raw materials?"

"There may be something in that, but if the head of a department knows his business he will see to it that his clerks are posted well and truthfully. No merchant should encourage his salesmen to be untruthful. Make your staff honor the motto, 'A square deal right through,' which, I take it, should be the property of every merchant. Where stores are well departmentized it is not absolutely necessary for a clerk to be thoroughly conversant with methods of manufacture and all that. If he has the right stuff in him he will acquire that knowledge, feeling that his success depends upon it to a great extent. Much information will come to him as if by instinct."

MAINTAINING AN AIR OF BRIGHTNESS.

It is good policy to occasionally go to the expense required to re-paint the front of the premises, and have the old signs re-written. An air of brightness takes the place of the old dull hues, and the effect is not merely pleasing to the passer-by, but causes favorable comment on the enterprise of the shopkeeper. "Smith must be doing well; I see he is having the whole of the shop-front re-painted," somebody says. "Yes; looks well, doesn't it?" is the reply.

Now, it may be the fact that Smith is not doing very well. His business may be causing him a little anxiety, because his expenses continue high, and there are too many dull days for his liking. But Smith is wise enough to know that if he wishes his business to prosper, he must let it be seen that he has confidence in the public and himself. It is useless for anyone to stay in business unless he has confidence.

Success in business is greatly a matter of mentality, although most people regard it as if it were all luck. There is perhaps a relic of the superstitions of the ages. A clever business woman who recently expended over £20 in exterior paint work admitted that she regarded it as essential to keep up appearances. It is really a form of advertising.

When one is in business in a busy thoroughfare, it is the windows which are important in getting customers to enter; though, as always insisted on in these columns, there is a good deal more required than getting possible customers to enter. Make the place inviting; make it business-like in appearance; dress your windows with taste; and be ever on the alert to keep pace with the times. And when you do have to pay what may be a large sum to the painter, remember that it costs but little per week, for the present outlay will suffice for a considerable time.

WHAT MANUFACTURERS AND JOBBERS OFFER---NEW Lines Shown This Month—Victor Inkstands — Arts and Crafts Goods—Read This Department Carefully for Saleable Novelties and Suggestions.

Handsome Calendar.

Ward & Co., 13 St. John Street, Montreal, are sponsors for a handsome calendar, advertising "Wellington" plates, papers and films. The background is imitation wood on which has been modeled an elaborate design in white, green and gold, circling a charming portrait study of a child and dog. The whole effect is very "classy," and while it is really only an advertising calendar, it would adorn any room.



New Pencil Assortment.

Buntin, Gillies & Co., Limited, are showing several new lines of pencils and combination pens and pencils. The illustration shows the "Warrior" assortment, an attrac-



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Warrior Pencil Assortment—Buntin, Gillies & Co., Hamilton.

tive display box with hinge lid containing 1/2 gross of rubber tipped pencils in assorted colors. The pencils retail for five cents and allow a good margin of profit for the dealer.



Ayres' Goods in Canada.

Those who are familiar with sporting goods know that the manufactures of F. H. Ayres, Ltd., London, stand in the forefront. An opportunity of seeing an extended line of this firm's samples is afforded by the visit to Canada

of Horace Woollett, who will represent them on a trip from Winnipeg to Halifax.

Their line includes tennis supplies, golf clubs and balls, cricket and football requisites, etc., and they also include in it numerous games, gymnastic apparatus, etc. The high standard of excellence possessed by all these goods renders them a delight to sportsmen. The opportunity of viewing them should not be missed by any dealer handling sporting goods.



A Line Worth Seeing.

For the first time in the history of the firm, the complete line of Setten & Durward, manufacturers of stationers' sundries, Birmingham, England, will this year be shown to the Canadian trade. Horace Woollett, their representative, has arrived in Toronto and opened up samples at the King Edward Hotel. He will also visit other centres from Winnipeg to Halifax.

Setten & Durward stand in the forefront of the English makers of stationery goods and a glance over their varied and extended line amply demonstrates this. To enumerate and describe even a small part of their samples would be out of the question. Their trade-mark is "Criterion," and that just about expresses the quality of their goods.

They manufacture everything that the stationer carries under the head of sundries, including inkstands, penholders, pens, pencils, erasers, clips, drawing-pins, key rings, paper fasteners, sealing wax, crayons, pen cases, mapping pens, artists' pens, sponges, rulers, rubber bands, pen clips, adhesive tape, Indian ink, and a multitude of other articles. Every article is handsomely boxed or carded.

So far as price is concerned, Setten & Durward will be found to meet the sharpest competition.



Arts and Crafts Goods.

It would well repay any dealer to write to A. O. Hurst, Scott Street, Toronto, for a copy of a little illustrated booklet, got out by the Frost Arts and Crafts Workshop, Dayton, Ohio. The booklet shows the goods made by this firm in copper, bronze, brass and iron, with full descriptions and prices. The various articles are unique of their kind and should prove readily salable on account of their novelty. There are metal trays and bowls, book ends or supports, match boxes, metal boxes, candlesticks, sconces and hat pin holders, fern dishes, smoker's sets, writing desk sets, library and desk lamps, belt pins, watch fobs, brooches, hat pins and scarf pins.



A Girl's Talk About Envelopes.

"Many kinds of envelopes, like the letter sheets, are made of thin paper so that they won't weigh too much and increase the postage," said a girl who writes a great many letters.

"With an envelope of thin, plain, paper the writing on the letter might show through. So they came to make these envelopes of a paper that was printed on the inner side with close lines in a pretty plaid pattern that you

couldn't see through. This served very well, but now you can buy foreign letter envelopes that are made opaque with a lining of the thinnest tissue paper of any desired color.

"Such envelopes you will find and with lining of various colors in stock; envelopes lined with blue or with red or purple or tan or violet, but if you don't find among these just what you want they will show you a book of tissues with samples of fifty or more colors or shades from which you can select first just the color you do fancy or the color you call your own, and then you have the envelopes made to order."



Seen in Rubber Stamp Factory.

The New York representative of Bookseller and Stationer recently called upon the Fulton Rubber Type Co. at Elizabeth, N.J., and through the courtesy of their president, Henry Schmidt, was shown through their entire works.

Adjoining the woodworking department which occupies the annex on the first floor of their spacious factory are the metal stamping, vulcanizing and printing departments. On the next floor their office and shipping room, also their ink and pad departments. The third floor is conveniently laid out and occupied by their sign marker, rubber type and varnishing departments. The finishing is done on the fourth floor where they also have a well-equipped paper box department. Not only do they manufacture all the goods they advertise, but all their accessories as well, such as decorated tin, varnished wood, leatherette and paper boxes, grooves, plain and patented holders, etc.

Among their specialties are sign and price markers, adjustable rubber type, business and office outfits, self-inking stamp pads, rubber stamp bulletin and indelible inks, band daters and numberers, juvenile and toy printing sets.

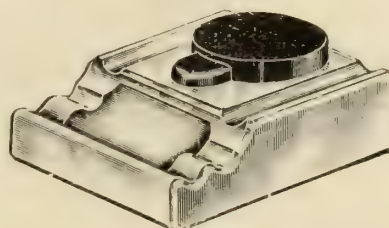
A specialty they also make is a patented wood pad which is meeting with general favor. This pad is made of wood chemically treated which they claim will not smut or give more ink than is necessary for a clear impression. It is designed only for light printing for office purposes and not for heavy letters where much ink is required.

Our representative was particularly interested in their sign and price markers, and was shown how the outline letters are filled in with gloss inks of various colors which the sets contain to produce beautiful and attractive color effects. The process is so simple that no experience is necessary to do the filling in. Every stationer should carry a line of these price markers, for they are proving ready sellers to every merchant who desires to increase the effectiveness of his show card and display advertising.



Two New "Victor" Inkstands.

The trade will be interested to learn that two new "Victor" inkstands have been placed on the market. They are numbered 25 and 35 in that well-known line which is famous as giving "just enough ink to ink the pen." We show an illustration of No. 25. It is made of crystal glass, size 4x5¼ inches. It has a pen rack in front and on each side. No. 35 is also made of crystal



New Victor Inkstand, No. 25.

glass. It is 5x7 inches in size and is a double inkstand with pen rack in front and place for pins, clips, etc. Liberal discounts are allowed to the trade as on all the Victor line.

This Victor line is most popular and is among the best selling line of low-height inkstands on the market. Its selling points are well known to dealers in every part of the country who endorse it highly, and who find it a quick mover and a profit bringer.

These latest additions to the line should prove as popular as their predecessors have. They show every evidence of doing so, and can be obtained from any Canadian jobbing house.

Victor inkstands are made of the finest polished crystal glass, and patents have been granted on the two new designs.

Ribbed Fabric

is the name given to our newest paper. It is an exceptionally attractive pattern which we know will please everyone. The quality is the best, the writing surface delightful, and made up in our popular sizes will be a rapid seller. We have it in four shades, White, Blue, Azure and Gray and recommend it most highly. The style of putting up will also please you. Your order for this paper will receive our usual prompt attention.

We have a beautiful new shade of purple in Lawn Finish and Suede Finish stocks. It is especially suitable for the Lenten season. We shall be glad to send samples.

GEO. B. HURD & CO.

Fine Paper Makers

425 & 427 Broome Street, New York, U.S.A.



Pen Wiper and Extractor.

A new line being offered to the trade by Buntin, Gillies & Co., Limited, is the pen wiper and extractor illustrated herewith. This article, which serves the double purpose



Buntin, Gillies & Co.

of wiping and extracting the pen, does away entirely with inky fingers. It quickly removes any nib, no matter how firmly embedded in the holder. It is made of nickled steel and felt, and is sure to prove a good seller. Samples will be furnished on request.

Specialties.

A. Roy McDougall, 42 Adelaide Street West, Toronto, has been appointed Canadian representative for the Spiro Mfg. Co., New York, manufacturers of "Spiro" all-steel filing devices, which are said to belong to the highest class of board filing devices. The latter announce that they will be ready shortly to show their new pencil sharpener, which is claimed to be the only practical pencil sharpener on the market. It stands between the cheap toys and the expensive machines in a field by itself. Every stationer of standing in New York is carrying this line with profitable results. That there is real merit in the Spiro Mfg. Co.'s office devices is indicated in their use by the following firms: N. Y. Life Insurance Co., N. Y. Edison Co., U. S. Leather Co., Geo. Fuller Construction Co., Stern Bros., Simpson-Crawford Co., R. H. Macy Co.

and other large department stores; N. Y., Ontario & Western R.R. Co., North German Lloyd S.S. Co., Elkins Coal & Coke Co., John Wanamaker, Board of Health, City of New York, Public Service Corporation of New Jersey, and many other of the largest concerns in the world.

New Note Papers and Envelopes.

Two of the most artistic series of fine stationery that have been shown to the Canadian trade have just been put on the market by Warwick Bros. & Rutter, Toronto. These are "Wistaria Linen" and "Oriental Linen." The "Wistaria" series is an exceptionally dainty design, and consists of note paper, envelopes, papeteries, and writing tablets. The boxes and tablet covers are entirely covered with a floral design of the Wistaria flower in its natural colors. The "Oriental" series is made up from an Oriental pattern, in stronger colors, and the design covers the complete boxes, as well. Apart altogether from the quality of the stock, either of these series would make a most attractive window display, handsome window rolls being supplied with each line.

The 1909 edition of the very popular "Daily Mail Year Book"—better known as "The Little Red Book"—is now ready. Every newsdealer should see that two or three copies are conspicuously displayed in his shop, as to anyone desirous of obtaining information in handy form concerning the British Empire, there is no work which can compare in usefulness with the "Daily Mail Year Book." It seeks to give, without bias, the essential facts of the chief questions of the day so that the man abroad who wishes to be well-informed may understand without trouble the facts and statistics bearing on any question which arises.

Fulton Sign and Price Markers

should be carried by every well appointed Stationery Store. With these Outfits can be made beautiful and attractive show cards and hangers. The new open-face letters and figures of various sizes can be filled in with the different colors of gloss ink which the sets contain and charming effects can be produced. No experience is necessary to do the work. They sell at sight. The cost is trifling and they pay a handsome profit.



Write for Booklet

FULTON RUBBER TYPE CO. - Elizabeth, N.J.

Manufacturers of the well known Fulton Specialties, Sign and Price Markers, Adjustable Rubber Type, Business and Office Outfits, Self-Inking Stamp Pads, Non-Blurring Wood Pads (Pat'd), Rubber Stamp Bulletin and Indelible Inks, Band Daters and Numberers, Juvenile and Toy Printing Sets.

A. W. FABER'S THE FINEST IN EXISTENCE
16 Degrees—6B to 8H

"CASTELL"

PENCILS



Unequalled for
Purity, Smoothness
Durability or Grading

A. W. Faber,

149 Queen Victoria St.
LONDON, E.C.

A. W. Faber's
"Castell" Copying Pencil

Manufactory
Established 1761



FACTORIES

STEIN, GERMANY
GEROLDSGRUEN
NOISY-LE-SEC
NEWARK, N. J.

A.W. FABER.

ESTABLISHED 1761.

RUBBER WORKS

ELASTIC BANDS



ERASIVE RUBBER



HOUSES

STEIN, GERMANY
NEWARK, N. J.
LONDON
PARIS
BERLIN

41 - 47 DICKERSON STREET AND 68 - 88 HECKER STREET

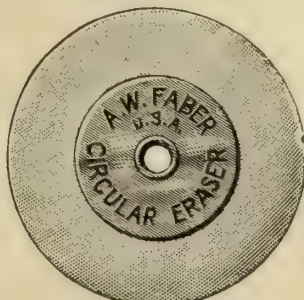
NEWARK, N. J., U. S. A.



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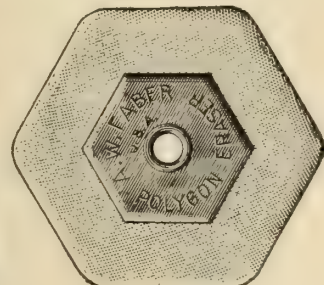
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Periodicals That Sell

A list of the leading periodical publications of the day with trade particulars about price, return privileges, etc. Readers are requested to give these periodicals a good show.

Scribner's Magazine has been for 22 years THE MOST POPULAR MAGAZINE OF ITS CLASS IN AMERICA. It has its established place in the homes and affections of cultivated people from the Atlantic to the Pacific, and many of such appreciative friends are Canadians. The retail price is twenty five cents per copy. To newsdealers it pays a liberal profit and unsold copies are fully returnable. An illustrated prospectus fully describing attractions for the coming year sent free upon request. Liberal supplies of advertising matter furnished to newsdealers for monthly display. CHARLES SCRIBNER'S SONS, Publishers, Fifth Avenue, New York City.

The Busy Man's Magazine offers the dealer greater inducements than any other Canadian publication. It is the most popular magazine on the market, fully returnable, and allows the trade the wildest margin. It has the bull dog grip; it holds its readers every month, thus enabling the bookseller to build up a substantial business. Price to trade 14 cents; retail 20 cents. Order from your news company. BUSY MAN'S MAGAZINE, Toronto.

A HARDSHIP TO WESTERN BOOKSELLERS—High Express Rates Take All the Profit Out of the Book Business—Letter From W.G. Thomson, Nelson—Wants the Trade to Take Action.

Editor Bookseller & Stationer: We note that the Railway Commission are taking up the matter of express rates.

A matter which we consider of great importance to all in the book trade, who are situated at long distances from publishing centres, as we in the West are, is that of the rate on books. A book published at \$1.25 costs the trade 88c. The average book costs 12c to lay down either by mail or prepaid book express, making total cost of book \$1.00, and it is frequently more. This leaves the dealer a very small margin, and when you consider the inevitable unsold copies there is not much money left for the dealer in the book business, particularly in the line of current fiction.

A very considerable proportion of the books handled by dealers in the West have to be brought in by express, and a reduction in the rate would mean a very great deal to us. We used to get a rate of 4c a pound (just half the present rate) and the express companies could well afford to carry books at that rate, for they are an article which entail very little risk to the carrier.

If you could bring this suggestion before the trade through your columns it might result in securing a reduction. We think it would be a very practical thing for the Association to take up, too, and the publishers should also make an effort.

W. G. THOMSON.

INFORMATION ABOUT PERIODICAL PUBLICATIONS—Several New Issues in England—Nash's Magazine Conceived on Popular Lines—Amalgamated Press to Publish New Fashion Journal.

The Amalgamated Press Ltd., announce that at the end of February they will publish No. 1, of a new fashion journal entitled "Fashions for All Children." This new journal will be published monthly, price one penny. It will contain 16 pages of letterpress comprising smart and useful modes for boys and girls, infants clothing, hints on the care and bringing up of children, simple nursery cooking, children's millinery, and with each number there will be presented two free patterns. The cover will be printed in black and red which will considerably add to its attractiveness. This new journal should find a ready sale, and every news agent should stock a few copies. A specimen copy will be sent to any address.

The three Roycroft publications, "The Philistine," "Little Journeys," and "The Fra," are returnable beginning with the February numbers.

The "New Thought Magazine," Chicago, is now non-returnable.

Two English periodicals, "Every Boy's Monthly," and "Pictorial Comedy," have been discontinued.

The February issue of the International Studio contains illustrated articles on "Robert Reid and His Work"; "Henri Harpignies: a Review of His Career"; "Edwin L. Lutyens, Architect of Houses and Gardens"; "Designs for a Country Cottage," and descriptions of several art exhibitions. The plates are nine in number, representing the work of some noted artists. The portraits of Emperor William and Count Leo Tolstoy are particularly striking.

The first number of a new magazine of fiction called Nash's Magazine, will be issued under this title by Mr. Nash, of 36, King Street, Covent Garden, London, on March 30. The assistance of a noteworthy array of authors has been secured, including Rudyard Kipling, Conan Doyle, Anthony Hope, Rider Haggard, Robert Hichens, A. E. W. Mason, Eden Phillpotts, Max Pemberton, E. F. Benson, H. A. Vachell, William Le Queux, Agnes and Egerton Castle, "Rita," E. Phillips Oppenheim, Barry Pain, Frank Richardson, J. J. Bell, Marjorie Bowen, Morley Roberts, Keble Howard, George R. Sims, Frankford Moore, Mrs C. N. Williamson, and the Baroness Orczy. The special features of the first number will be an 8,000 words story entitled "Little Foxes," by Rudyard Kipling; the first instalment of a short serial by Anthony Hope, and three chapters of a long serial, "Queen Sheba's Ring," by H. Rider Haggard. There will be altogether 160 pages of literary matter.

The ever enjoyable Chambers' Journal continues to present a most entertaining bill of fare each month. The February number lists the following:—"Wilful Waste," "Santos, Past and Present," Royal Holyrood," "A Gigantic Scottish Undertaking," "Dangerous Fish," "The American Tobacco War," "The Art of the Orator," "More about Notable Australians," "A Dorsetshire Industry," and stories by William Le Queux and Robert Barr.

Grant Richards, 7 Carlton Street, S.W., London, is publisher of "The Englishwoman," the first number of which has just appeared. It is devoted to the cause of the enfranchisement of women, is published monthly and sells at one shilling net.

The publishers of "The Magazine of Commerce," 1, Amen Corner, London, E.C., have purchased the copy-

British Magazines and Periodicals

The proprietors of the under mentioned British publications solicit the assistance of Canadian Booksellers and Newsdealers in promoting circulation in the Dominion and request that the trade keep well supplied with their various publications. Bookseller and Stationer may be referred to for further information.

Sells wherever shown

Farm Field & Fireside

Enjoys an enormous sale in the United Kingdom. The features of this journal's contents embrace everything associated with life in the country, and is the ideal weekly farming journal for the Canadian agriculturalist.

The selling price is 2 cents per copy.

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Application for specimen copies of both these journals, which will be sent free, should be addressed to William A. May. Offices: 3 Wellington Street, Strand, W.C., London, England.

The Mark Lane Express Agricultural Journal and Live Stock Record.

Annual Prepaid Subscription post free to any part of the Dominion, \$4.25. Special discount to the trade of 33 per cent.

The Oldest Agricultural and Live Stock publication in the British Isles Est. 1832. Well illustrated and full of valuable information concerning Agriculture and Pedigree Stock Raising. The Farmers' business journal, published every Monday. Gives fullest market prices. A valuable help to Canadian agriculturalists.

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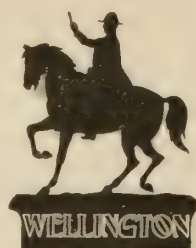
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right and trade connection, etc., of "The Business Man's Magazine" and the two periodicals will in future be merged and published at 6d. net.

Scribner's for March will contain "England and the English from an American Point of View—Sport," "At Herrick's Home in Devon," "An American Concert of the Powers," "Village Tribes of the Desert," "The Evolution of an Equestrian Statue," "Government versus Bank Issues."

As soon as Joseph Medill Patterson gets through with the rehearsals of his play "A Little Brother of the Rich," now going on in New York City, he will go south for the winter and begin work on a new novel. It will be published early next year by The Reilly & Britton Co., Chicago.

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Two cents per word first insertion; one cent per word subsequent insertions.

Five cents additional each insertion where box number is desired.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

PERIODICALS.

KEEP POSTED—The leading authority in Canada on groceries and food products is **THE CANADIAN GROCER**. Important trade conditions generally discussed every week. Price \$2 per year.

THE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. **BUSY MAN'S** is on sale at all newsstands. Better still, send \$2 for one year's subscription. Mail it to-day. **THE BUSY MAN'S MAGAZINE**, Toronto.

THE market reports make **HARDWARE AND METAL** a necessity to every hardware merchant, paint and oil dealer in Canada. It is mailed every Friday. Subscription price \$2 per year. Address **HARDWARE AND METAL**, Montreal, Toronto or Winnipeg.

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How to dispose of shop-worn or unsaleable books is the problem of many a bookseller. Try an advertisement under this heading.

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BACK NUMBERS OF BOOKSELLER AND STATIONER published prior to 1906. Any parties possessing such and wishing to dispose of same are invited to correspond with the publishers, 10 Front St. East, Toronto.

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ENGLISH AND UNITED STATES FIRMS desiring Canadian representation should communicate with the editor of **BOOKSELLER AND STATIONER**, Toronto.

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THE EDITOR OF THE BOOKSELLER AND STATIONER desires to be kept posted on the publication of all new books and magazines in the Dominion of Canada. Readers will confer a favor by acquainting him of any omissions from the lists published each month.

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Busy Man's Magazine, Toronto.
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Scribner's Magazine, New York.

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Publishers' Announcement Section

CONTAINING THE LATEST INFORMATION ABOUT NEW
BOOKS ARRANGED FOR THE CANADIAN MARKET.

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By Prof. Robert Herrick, Author of "The Web of Life," etc.

CLOTH ONLY, \$1.25

Some meddlesome persons have asked the authorities at Ottawa to prohibit the importation or sale of this novel. The members of this self-appointed committee evidently have not read the book, or, if so, they are afraid of tackling a most urgent reform in our daily lives--a matter Mr. Herrick does not flinch from. To prove the action of this Committee as THE ACT OF COWARDS, we ask you to read what religious journals and other periodicals of weight say about the book :

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"There is a fine constructive philosophy in it, a healthful, wholesome, uplifting wisdom that should make many soul-perplexed men and women deeply grateful to Robert Herrick. In truth, a remarkable book."—The Interior, Chicago.

"It has nothing in common with some recent fiction high praised, except a surface similarity; its depths are clean and cleansing. . . . The power, the interest, the aim, and, we think, the results of the story are fine."—The Observer, New York.

"It is obvious that 'Together,' is emphatically a book for the mature reader, and one who does not shrink from a frank handling of the fundamental physical facts of life. The whole spirit of the book is too earnest, too wise, too healthy in its recognition of the splendid realities of life, ever to offend the thinking man or woman. What is more, the insight into the workings of the human mind, under all sorts of outward conditions and inner stress, is so fine, so intuitively true, as to excite a growing wonder at the author's sympathetic understanding.

. . . What really is of importance is that in 'Together' we have a book of first magnitude, that handles a momentous theme boldly, wisely, sympathetically, and with an insight into racial traits that makes it in the best sense a representative American novel."—Dr. Frederic Taber Cooper, in The Forum.

"Mr. Herrick is at heart an idealist of the passionate Ibsen type, and his surgery is founded upon the belief that the most debased society has within it a principle of self-regeneration. . . . Such a study as his, holding the mirror up to the unlovely phases of our existence, and reflecting a searching light into the darker recesses of our national character, must make for good, since its truthfulness is undeniable, although it does not give us all the truth. . . . But it is a strong and earnest book, wrought with conscientious skill, and its best passages achieve a marked degree of moral impressiveness, at times rise to an almost lyrical height of beauty."—The Dial, Chicago.

"He has done nothing so good as this, nothing so full of energy and truth. . . . If it has not the absolute character, the heroic saliency of great fiction, it may be welcomed as a vivid and sincere chronicle of contemporary life."—The Nation.

"A strong book."—The Outlook.

"An able, notable book. . . . It must be considered one of the few great stories of the year."—The Parish Helper.

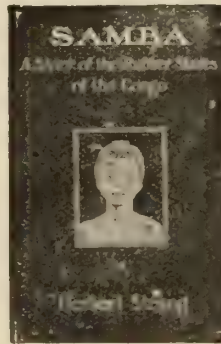
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SPECIAL ANNOUNCEMENT

HENRY
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HODDER &
STOUGHTON

A Juvenile

By Herbert Strang

THE above firms have combined and are issuing quite a new and original series of books for the young. These books have been produced in co-operation with the best authors now writing for boys and girls and little children, and the best artists working in this field. Great care has been taken to secure a high standard of excellence in paper, printing and binding.

The list is probably unique in the fact that *every book is illustrated in color*, for which the best modern processes of reproduction have been applied.

There are books for children of all ages, picture books for very little folk, stories for older children, books for home instruction, bible picture books for the nursery, art gift books, and an equal selection ranging in price from 5 cents to \$1.50 net.

HERBERT STRANG is the greatest living writer of books for boys, and Strang's Annual at \$1.00 in a year or two will be looked forward to by the boys with the feverish impatience which awaits Santa Claus. "Since the death of G. A. Henty there has been no one to challenge the supremacy of Herbert Strang whose tales have a breezy vigor which raises him near the level of Captain Marryat."—*Nottingham Guardian*.

The travellers are now on the road with a full line of samples showing these beautiful juveniles, and as is the case with all Oxford publications, since the opening here of a Canadian Branch, you can buy the Strang novels and all the other charming juveniles at manufacturers' price without paying toll to a jobber.

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OXFORD INDIA PAPER DICKENS

Dickens is the most popular English novelist of the day and this splendid edition in 17 volumes is the standard popular edition of his complete works. Every bookseller should hold some sets in reserve.

OXFORD SPECIAL SPRING FICTION

A few titles chosen from a mass of generally colorless novels on account of their lasting qualities—"Septimus," by W. J. Locke, who will be recalled as the author of "The Morals of Marcus Ordeyne," which had a great vogue, and was subsequently dramatized. "Septimus" is charming in its depiction of unique yet human characters. "Blind Jim," by William De Morgan, another delightful cameo from the author of "Joseph Vance" and "Alice for Short."

OXFORD INDIA PAPER THACKERAY

The publication of this new edition of Thackeray has just been completed. As with the Oxford Dickens, so with the Oxford Thackeray, it will be the signal for a revival of interest in the great Victorian novelist.

Henry Frowde, (Oxford University Press) 25-27 Richmond St. W., Toronto

The House of Good Fiction

WE announce here just a few titles from our big spring list, which will be mailed to you complete within a few days. Your orders will receive immediate attention.

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by Louis Tracy

Written in Mr. Tracy's most popular style and proclaimed by all the readers of the advance proofs as the best thing he has yet done.

Cloth only, \$1.25

54-40 or Fight

by Emerson Hough

A greater story than "The Mississippi Bubble," and by the same author. One of the most attractive-looking books ever turned out, and will be largely advertised in an unique fashion which will assure an immense sale.

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A Million a Minute

by Hudson Douglas

All the dash and go of "Brewster's Millions" coupled with the charm of "The Lure of the Mask."

Cloth only, \$1.25

Letters of Jennie Allen *by* Grace Donworth

The greatest humorous success since "Mrs. Wiggs." Read it yourself and you'll know the reason. Over 30,000 already sold.

Cloth only, \$1.25

The rest of the list is just as good—be sure you receive a copy

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SEASON 1909

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Toronto

The Canadian Bookman

A Monthly Review of Contemporary Literature Devoted to the
Interests of Canadian Bookbuyers

Volume I, No. 2

February, 1909

10c per copy, \$1.00 per year



Sir Gilbert Parker

Who has been Elected President of the Sir Walter Scott Society of Edinburgh



ARTHUR STRINGER

The Writer who has Created Quite a Sensation by his Attack on the So-called "Canada Fakirs."

GOSSIP OF THE MONTH.

It is gratifying to the literary craft of Canada to learn that Sir Gilbert Parker, who is always recognized as a Canadian, despite his residence in England, has been honored by being elected president of the Sir Walter Scott Society of Edinburgh, in succession to the Rt. Hon. George Wyndham. Many distinguished men have from time to time served this famous society as president, including the Rt. Hon. R. B. Haldane, Minister of War, and Mr. James Bryce, the British Ambassador to the United States. Sir Gilbert is still devoting his time to literary work and a volume of short stories, Canadian in theme, will be published in the early autumn.

Next month I hope to be able to announce the early publication of an important book of reminiscences and impressions by an eminent citizen of Toronto, which will doubtless create quite a stir. The book is being printed in England.

I had anticipated being in a position to give somewhat more detailed information than has yet appeared in the daily press about the new edition of the speeches and public letters of Joseph Howe, which the proprietors of the Halifax Morning Chronicle have in course of preparation, but I shall have to defer the announcement until next month. The editor of the new edition is Joseph A. Chisholm, K.C., who has for some years been diligently collecting all the writings of the famous Nova Scotian. He will add this correspondence, together with all the important speeches delivered between 1858 and the death of Howe in 1873, to the earlier compilation of Hon. Mr. Annand, published in 1858. The new edition will appear in two volumes and will be printed in England.

His Excellency the Governor-General, amid the throng of his official engagements, yet takes time to bestow some attention on Canadian letters. I was told the other day of a nice little incident, which shows the unostentatious manner in which he encourages Canadian authors. A copy of Margaret A. Brown's recent novel, "My Lady of the Snows," having been brought to his notice, he read it with deep interest and expressed a desire to meet the authoress. Through an unofficial source he learned her address from the publishers and invited her to come to Ottawa as his guest. She, of course, accepted, and made a pleasant visit at Rideau Hall, where she was able to discuss her work with his Excellency, finding him a sympathetic listener and a helpful adviser. The incident is most gratifying to the band of writers who are working to build up a national literature.

There is a tendency on the part of a good many people, particularly those who are anxious to see Canadian industry advanced, to exclaim: "Why cannot our publishers print more books in Canada, instead of importing them ready-made!" To those who are familiar with publishing conditions in this country, the reason is clear. The reading population is not large enough to make it possible to print here, except in a few instances, when the popularity of an author warrants the publication of a large edition. The average novel rarely runs to more than 500 copies, and who is there who will contend that a publisher can print, bind and market profitably, an edition of that size? If the advocates of home-made books would only remember that the bulk of the books that are printed in the Dominion are produced here by virtue of the ability of the publishers to make a reasonable profit on imported books, they would cease to endeavor to kill the goose that lays the golden egg.

It is a matter for which Canadians should be thankful that there are at least a few legislators at Ottawa who



MRS. LIONEL GUEST.

The Montreal lady whose recent novel "The Jewelled Ball" has created much interest in society circles.

appreciate the importance of preserving the early records of this country's history. The sensible-looking, solidly-built Archives Building will be a lasting monument to these nation-builders. It was a pleasure recently enjoyed by the writer to be conducted through the well-equipped departments of the building by the Dominion Archivist, Dr. Doughty, and to realize what is being done to conserve the vast collection of maps, documents and books. The entire system seems to have been so admirably devised, the work of collating is being carried on with such evident enthusiasm, that when Dr. Doughty overtakes the accumulation of material already collected, the nation will have a well-ordered store-house of historical material that will prove invaluable to future generations.

The Canadian Courier in a late issue has opened up a controversial question in regard to Miss Agnes Laut's new book "The Conquest of the Great North-West," which is likely to cause a great deal of discussion. Arthur Hawkes, a well-known journalist in conjunction with J. B. Tyrrell, who has had a great deal of experience in the north country, take Miss Laut severely to

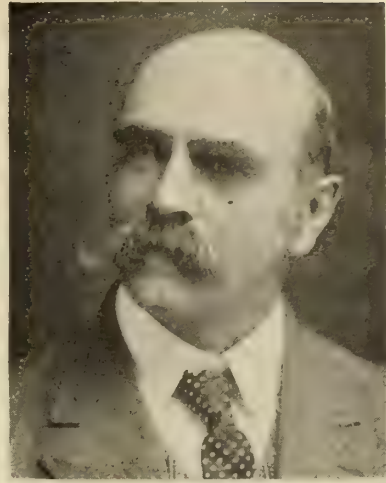


WILLIAM J. FISCHER, M.D.

A Canadian Poet, who has Already Issued Three Volumes of Verse.

task for the inaccuracies which they claim to have discovered in her lately published work. Notwithstanding such criticisms Miss Laut is a very successful author judged by the sale of her books. Her earlier work "Lords of the North" and "Pathfinders of the West," have been and are still good sellers.

The Art, Historical and Scientific Association of Vancouver, B.C., have issued in pamphlet form the paper on "Early History of the Canadian Pacific Railway," which Walter Moberley, C.E., read before them. In this paper, which is made up entirely of the writer's experiences as a surveyor, in the sixties and seventies, Mr. Moberley lays claim to having taken the first active steps to accomplish the ultimate construction of the Canadian Pacific Railway. He shows how the present route through the Rockies was adopted against his best judgment and how the engineer-in-chief of the road refused to accept his arguments in favor of a less expensive route. The narrative contains many interest-

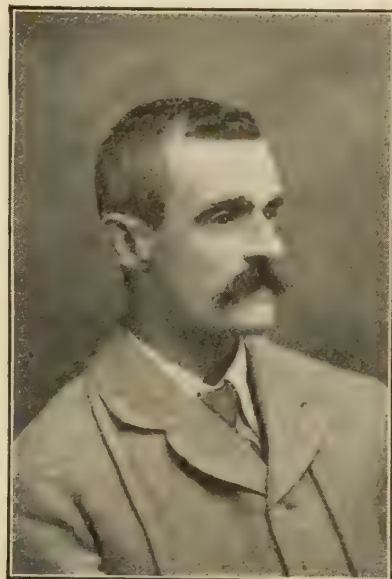


WALTER R. NURSEY

Soldier, Trapper, Globe Trotter, Courier-de-Bois and Writer, Author of "The Story of Isaac Brock."

ing incidents and introduces numerous personages prominent in the development of the West.

It is with much regret that I learn of the suspension of publication of "Acadiensis," the Maritime Provinces quarterly. Mr. Jack, its editor and publisher, has made a long fight to keep it going and it is certainly a reflection on the moneyed men of the Provinces that they have allowed this eminently valuable publication to fail for lack of support. "Acadiensis" was something more than a mere magazine. It was preserving for the people of the East, many records, which would not otherwise be put in print. Careful editing was characteristic of it, and those individuals or institutions who are so fortunate as to possess a complete file of the quarterly, will find its value enhancing from year to year. Mr. Jack, I am pleased to say, is not going to give up his literary work, but will devote all his leisure time to historical investigations, especially in the department of genealogy.—W. A. C.



HAROLD BINDLOSS

who makes the Canadian Northwest the scene of most of his novels.



THE NEW REFERENCE LIBRARY, TORONTO

In This Splendidly Equipped Building Will be Housed a Most Valuable Collection of Canadiana

What the People of Toronto Read

An Interesting Interview With Toronto's
New Public Librarian, George H. Locke
—Dickens is the Favorite Novelist.

What do the people of Toronto read? If the capital city of a Province or a country reflects the progress, intelligence and enlightenment of the people as a whole, then the books, that the citizens of Toronto peruse, may be regarded as indicative of what the average residents in the various towns of Ontario select in their search for instruction, knowledge and entertainment.

There would, perhaps, be one exception and that is, in books of reference as the institutions in the smaller centres have not the fine facilities afforded by the Toronto Reference Library, which will soon be transferred to the handsome and admirably appointed new building on College Street. Exclusive of this convenience, conditions are, comparatively speaking, identical.

There are interesting things regarding the books and the patrons of the library, their tastes and inclinations, which the public would like to learn.

Who does the most reading—the men or the women? Can Toronto citizens be classed as book readers? Who are the favorite authors and what are the popular works of fiction, history and biography? What do the boys read? What do the women read? When do they read and how?

George H. Locke, the new Librarian of the Toronto Public Library and its branches, who is a well-known educationist, journalist and publisher, having extended experience in all departments that enter into the book business, has not had time to gauge conditions accurately during the few weeks that he has been at the helm, but his observations are, nevertheless, interesting. Through his

kindness The Canadian Bookman has been able to secure information that may be of some value to its subscribers.

More reading is done in November, February and March than in the other months, while June, July and August show the fewest volumes issued by the institution. The greatest number of books taken from the Public Library in any single month last year was about 39,490, and the lowest 24,276.

In the library are some 125,000 volumes all told. There are very few duplications, except in the line of current fiction. Although the new Reference Library on College Street has been opened only seven weeks, over 1,400 new tickets have been made out.

Of all the books issued from the Toronto Public Library and its five branches during the year just closed, fiction leads. The total number of books taken out for home reading of all kinds in 1907 was 358,736, and in 1908, 377,475. Of these books the percentage of fiction in 1907 was 38, and in 1908, 37.8.

The favorite author among the English classics is Charles Dickens. Next in popularity are the novels of Sir Walter Scott, and after him come the works of William Makepeace Thackeray.

Like styles in dress, architecture, house furnishing and other lines, the reading fashion changes from time to time, even in a large centre like Toronto. This naturally brings up the query Why? Well, certain clubs will be formed in different sections of the city and for a few months Dickens will be all the rage, then Shakespeare will be studied and afterwards a movement will start in another direction.

The same state of things applies to the works of the poets—Tennyson, Byron, Wordsworth, Shelley, Cowper, Burns, Pope, Milton, Dryden, Longfellow, Whittier, Lowell, Bryant, Carleton, and others. This is caused by the celebration of an historical incident, the anniversary of a poet's birth, or death, or some other event in the literary world.

When the question of the favorite writer among English classics is answered, normal conditions are supposed to prevail and significant events or special occasions not to be taken into consideration. Unquestionably Dickens stands first in the line of standard authors, with Scott second and Thackeray third. There are more sets of Dickens in the Toronto library than of any other author, not excepting Shakespeare. "Pickwick Papers," "Old Curiosity Shop" and "David Copperfield" have, perhaps, the largest call, but "Dombey and Son," "Martin Chuzzlewit" and "Edwin Drood," rank close to them in popularity. It is impossible to say what particular work of the famous English novelist is the most widely read, as they all enjoy about the same measure of esteem.

The popular poet with the citizens of Toronto is Alfred Tennyson, poet laureate of the Victorian era. "The Princess," "In Memoriam," "Idylls of the King," "Locksley Hall," "The Brook," and "Mort d' Arthur" are the most pronounced favorites. It is impossible to tell definitely which poem ranks first in present-day appreciation.

Who do the most reading—men or women? In the central library the number of men members is in the lead. Perhaps this is due to the location of the structure, it being convenient to the business offices, shops and warehouses where the male portion of the city's workers and thinkers are mostly employed. At the branch libraries the larger number of readers are women, the men being much less in evidence than in the central building.

With the boys, the favorite books are the Henty series. Ellis and Alger are close rivals. These writers deal largely with adventure and heroic incidents in which the spirit of courage, fair play and manliness is portrayed. In the line of school-day stories the productions of Archdeacon Farrar and Andrew Home are leaders.

Torontonians can be classed as book readers. Not only is there the central library with its five branches but there are also the Booklovers' Library, the libraries of the various universities, Osgoode Hall and the Ontario Legislature, besides innumerable lodge, society and club libraries, and thousands of fine and admirably selected private collections of books, lending libraries and other organizations for the purpose of reading, study or debate.

As to the respective popularity of English and American authors, there is no doubt that the English writers are pre-eminently the most popular and their works have a much wider perusal and sale.

In the line of copyright fiction the editions asked for and read by the greatest number of people last year were: "Alice for Short," by William de Morgan; "The Shuttle," by Mrs. Frances Hodgson Burnett, and "The Lady of the Decoration," by Frances Little. The circulation of these three novels was about the same. When a new copyright work appears, five or six books are bought and placed in the central library, and for each of the branches one or two extra copies are procured. The regulations provide that any new book may be kept by the reader for seven days, and, if not returned within that time, three cents per diem is levied as a fine, and collected in every case. With other books a member may retain them for two weeks, and, if not brought back then, the same penalty is exacted, but permission may be obtained to have the time extended by applying at the library.

With the patrons of the library all of Sir Gilbert Parker's works are widely read. The latest novel by Mrs. Humphrey Ward, "The Testing of Diana Mallory," has a large call, but the most welcomed book just at the present time is "Sewing Seeds in Danny," by Mrs. McClung, the clever Manitoba writer.

There is a constant call for the productions of Merriam, such as "The Sowers" and "With Edge Tools." The poems of the late Dr. Drummond prove a strong attraction for many people, while Ralph Connor is also a decided favorite.

Some new books, which have been and are being extensively read are: "Mr. Crewe's Career," by Winston Churchill; "The Firing Line," by Robert W. Chambers; "Modern Egypt," by Lord Cromer; "Holy Orders," by Marie Corelli; "The Barrier," by Rex Beach; "Somehow Good," by William de Morgan; "The Weavers," by Sir Gilbert Parker, and many others in current literature. The novels of Rev. R. E. Knowles are also the subject of much inquiry. The writings of George Bernard Shaw, the



GEORGE H. LOCKE
Toronto's New Chief Librarian.

historical plays of Ibsen and Robert Browning's poems, are among those generally "out." George Eliot's books are frequently asked for and claim the attention of admiring readers. "Mill on the Floss," "Adam Bebe" and "Silas Marner," are the most appreciated.

One might go on enumerating ad. infinitum, but the foregoing partial list will give those interested an intimation of what books are frequently handed out in the public library and constitute the most popular works among the many thousand selections afforded the citizens of Toronto.

Although fiction has the largest call of all the books issued for home reading, the term is misinterpreted and applied by the general public. It does not by any means indicate that light and trashy stuff is read as many would be led to suppose by glancing at the figures in the tabular information presented in another column. What constitutes fiction? All the copyright novels of the day, and all the works of Dickens, Thackeray, Sir Walter Scott, George Eliot, and other writers whose productions might be styled as English classics. The writings of all standard authors of prose practically come under this head and are classed as such in the public libraries.

"Now and then there come along a few who deplore the amount of fiction on our shelves," said Mr. Locke, "and they think that it should be reduced. The majority who talk against fiction do not properly understand the term as interpreted in our public libraries, and, when I ask them what they are going to substitute, if they throw it out, they are unable to give a satisfactory answer. Suppose we decide to cast all so-called fiction aside, it would mean that this institution would have to banish all the works of Dickens, Scott, Thackeray, George Eliot and other novelists, whose productions have been and are being read and enjoyed by thousands. In fact, it would mean more. All the current novels and copyright works of Parker, Ralph Connor, de Morgan, Chambers, Beach, Fraser, London, Stringer, Knowles, Mrs. Ward and others would have to be shut out or else bought in very limited numbers. I am certain that good, sound fiction is as readable and instructive as a great deal of the biography that we hear so much about and respecting which the average reader cannot help but come to the conclusion that it is fiction in its character. Take a book like 'Mr. Crewe's Career,' and, although it is classed as fiction, I maintain it is practically biography, as it is the depiction of a type of character from which much may be learned. All good fiction deals with conditions, situations and phases of modern life and environment, the same as biography, and has, perhaps, as important a place in its edifying and wholesome influence."

Why do people read certain books? What attracts and influences them in their selection? Generally the reputation of an author, who, once his name is recognized by the masses, may write anything, good, bad or indifferent, and nearly everybody will ask for his latest production. In the case of young and unknown writers the title of a book, if catchy, crisp or striking, has much to do with its demand while, in other instances an impressive, beautiful or artistic cover influences bibliolaters to a greater or less extent.

For comparative purposes the following classified table affords profitable study as showing what the book lovers of Toronto select:

	1907.		1908.	
	Total.	P.C.	Total.	P.C.
Natural Sciences and Mathematics	5,434	1.1	5,714	1.1
Political, Social and Medical Sciences	6,494	1.3	8,090	1.6
Theology	4,482	.9	5,038	1.
Arts	15,549	3.2	17,201	3.4
General Literature and Collected Works	11,808	2.4	13,003	2.6
Geography, Travel and Topography	8,552	1.8	9,394	1.8
History	10,890	2.3	11,196	2.2
Biography	9,263	1.9	9,929	2.
Poetry and the Drama	3,672	.8	3,936	.8
Periodicals	26,710	5.5	25,609	5.
Fiction	184,378	38.	192,045	37.8
Juvenile	58,105	11.9	62,351	12.3
German	900	.2	1,331	.3
French	1,385	.3	1,947	.4
Italian	71	..	79	..
Spanish	6	..	99	..
Books for the Blind	5	..	0	..
Current Magazines	11,032	2.3	10,608	2.1
Total No. of Books Issued for				
Home Reading	358,736		377,475	

The librarian has full power to banish any book from the Toronto library, which, in his judgment, is unworthy of a place on the shelves and the circulation of which would have a pernicious effect. Any complaints are carefully investigated, and, while in the purchase of thousands of volumes annually, it is impossible to exercise rigid oversight in every instance, still, on the whole, few books, which may not be read with safety and pleasure find their way within. If by chance anything undesirable should elude the watchful eye and thorough system of the librarian the offensive book is immediately recalled. Mr. Locke has several editions in the "scrap heap" which he did not deem worthy of a place on the stacks, but, considering the resources and equipment of the great public institution which Torontonians so liberally patronize, the number is relatively small.—G. B. V. B.

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B.C. Politics. (Poem.) Archibald Burnett, Greenwood, British Columbia.

Geographie Illustree, Cours Moyen. Par les Freres des Ecoles Chretiennes. Deuxieme Edition de la Geographie Intermediaire Illustree. Ferdinand Louis Jeandron, Montreal.

Guide du Jeune Homme. Par Un Pretre du Diocese de Montreal. 9e Edition. Granger Freres, Montreal.

The Story of Isaac Breck. By Walter R. Nursey. (Book.) William Briggs, Toronto.

No Refuge But in Truth. By Goldwin Smith. (Book.) Goldwin Smith, Toronto.

The Canadian Almanac, 1909. (Book.) The Copp, Clark Company, Limited, Toronto.

Dickeson's Explanatory Chart of Spiritualism, Mental Telegraphy, Hypnotism, Present, Past and Future Readings. (Chart.) Frederiek Dickeson, Toronto.

Freehand Practice Copy Book No. 2. By W. A. McIntyre, B.A., LL.D. The Copp, Clarke Company, Limited, Toronto.

Map of "The New Cobalt" in and around James Township, on the Montreal River. Anson A. Gard, Toronto.

A History of Quebec, Its Resources and People. (Illustrated.) By Benjamin Sulte, F.R.S.C.; Dr. C. R. Fryer, M.A., Ph.D.; Senator L. O. David. Vol. I. The Canada History Company, Montreal.

The Pipe of the Past and Present. (Booklet.) William Joseph Grant, Montreal.

Maritime Double Entry Bookkeeping. By Kaulbach & Schurman. (Book.) Kaulbach & Schurman, Halifax, Nova Scotia.

A Short History of Great Britain. Adapted for Canadian Schools. By C. E. Fryer, M.A., Ph.D. (Book.) W. J. Gage & Company, Limited, Toronto.

Freehand Practice Copy Book, Number 3. By W. A. McIntyre. The Copp, Clark Company, Limited, Toronto.

Canada the Free. By Grant Balfour. (Poem.) James Miller Grant, Toronto.

Commercial Handbook of Canada, 1909. (Fifth Year.) Ernest Heaton, Toronto.

Stovel's Sectional Map of Manitoba. The Stovel Company, Winnipeg, Manitoba.

Important Trade Information From the Publishers

New Spring Fiction Announced— Arrangements for Canadian Editions —Some Interesting Importations.

Spring publishing is now in full swing and already several new novels have been issued, with others following on in rapid succession. The importing houses are almost ready to send out their travelers from Atlantic to Pacific with samples of the numerous offerings of British and American publishers. In fact some have already got their men started.

Brief Publishers' Notes.

Edith Van Dyne will soon deliver the manuscript of her fourth book of the "Aunt Jane's Niece Series" to her publishers, The Reilly & Britton Co., Chicago. Miss Van Dyne has struck a new note in girl's literature. She has a knack of narrating the real doings of real girls of twelve to sixteen years and success has followed as a natural consequence.

By arrangement with Rudyard Kipling, the Copp, Clark Co., Toronto, are issuing a special volume of his

errors," by E. P. Oppenheim, and "A Spirit in Prison," by Robert Hichens.

Some Spring Lists.

The spring fiction list provided by the Copp, Clark Co., Toronto, includes the following titles:—"The Sins of Society," and "The Marriages of Mayfair," by Cecil Raleigh; "Fraternity," by John Galsworthy; "A Flight from Siberia," by Warlaw Suoiszewski; "Comrades," by Thomas Dixon, jr. (now ready); "A Maid of Honor," by Robert Aitken; "The Lonesome Trail," by B. M. Bower and a 75 ct. reprint of "Told in the Hills," by Marah Ellis Ryan.

The Macmillan Company announces eight novels for publication this spring, and the anticipations aroused by the authors' names seem to prove that this may turn out to be a noteworthy year for fiction. By a curious coincidence, this list is evenly divided between male and



"THE STAR STRAIGHTWAY DROPPED ON ONE KNEE AND RAISED HER HEAD"

One of the clever illustrations from "Bill Truetell," a theatrical story by George H. Frennan, which A. C. McClurg & Co., Chicago, publish this month

collected verse in cloth binding. The edition is handsomely printed and bound, with gilt top, and each copy is boxed. The price is \$2.00.

The Canadian edition of "The Making of Canada," by A. G. Bradley, was issued during January, by the Copp, Clark Co.

A 25 ct. edition of "John Henry," the first of the John Henry books, is in preparation by the Copp, Clark Co. This is the first of a cheap series of reprints of these popular books.

The Copp, Clark Co have now ready 75 cents paper bound editions of "The Four Fingers," by F. M. White, "Deepmoat Grange," by S. R. Crockett, "The Gov-

female authors, and also between American and English writers. To give precedence to the ladies, there is a novel with an operatic singer for heroine, by Mrs. Gertrude Atherton; "The Romance of a Plain Man," a story of Virginia, by Miss Ellen Glasgow; "Poppea of the Post Office," by that delightful observer of men and nature, the author of "The Garden of a Commuter's Wife," whom everyone now knows to be Mrs. Mabel Os-good Wright; and "The Straw," a story by a new English writer, Miss Rina Ramsay. The men include Mr. Marion Crawford, whose book is entitled "The White Sister;" Mr. Eden Phillpotts, with "The Three Brothers," Mr. Fielding Hall, who calls his first novel "One Immortality;" and Mr. Algernon Blackwood, an

Englishman who wrote a remarkable story called "John Silence," and now follows it with one which promises to be equally worth reading, "Jimbo."



LOUISE BURNHAM
Author of "The Leaven of Love"

McLeod & Allen present a lengthy list of fiction headed by "54-40 or Fight," by Emerson Hough, author of "The Mississippi Bubble." Other titles include "The Message," by Louis Tracy, author of "Wings of the Morning," "Lorimer of the North West," and "Thrice Armed," by Harold Bindloss, "The Special Messenger," by Robert W. Chambers, "I and My True Love," by Mrs. H. A. Mitchell Keays, "A Million a Minute," by Hudson Douglas, "Princess Zora," by Ross Beeckman, "Letters of Jennie Allen to her Friend Miss Musgrove," by Grace Donworth, "Fate's a Fiddler," by Edward George Pinkham, and "By Force of Circumstances," by Gordon Holmes.



MARY JOHNSTON
Author of "Lewis Rand," "To Have and To Hold," etc., etc.

The two English publishing houses of Henry Frowde and Hodder & Stoughton, have entered into an arrangement for the joint publication of a series of books for

children, which are probably the most elaborately illustrated books ever provided for boys and girls. Such popular authors as Herbert Strang, Desmond Coke, A. C. Curtis, Evelyn Everett Green, etc., are co-operating in the undertaking and the best artists have been engaged to do the illustrating. The illustrations throughout are executed in color and are of a high standard of merit. The series includes books for children of all ages, ranging in price from 4d. to 7s. 6d. A full stock will be carried by Henry Frowde's Canadian Branch, 25-27 Richmond St. W., Toronto.

A. C. McClurg & Co., Chicago, announces two novels for early publication. "Bill Truetell," a story of theatrical life, by George H. Brennan, and "The Delafield Affair," by Florence Finch Kelly. Their other spring books include "Mission Tales in the Days of the Dons," by Mrs. A. S. C. Forbes; "The Panama Canal: Its History, its Making and its Future," by John George Leigh; "Letters from China," by Sarah Pike Conger, "A Summer in Touraine," by Frederic Lees; "The Empire of the East," by H. B. Montgomery; "The Andean Land," by Chase S. Osborn; "The Summer Garden of



ARAMINTA.
The heroine of J. C. Snaith's new novel.

Pleasure," by Mrs. S. Batson; "Art of Speech and Deportment," by Anna Morgan; "The Railway Mail Service," by Clark E. Carr.

Agents for British Publishers.

For the import season of 1909, the Copp, Clark Co., Toronto, have made arrangements with a long list of British and American publishing houses, whereby they will show many choice books to the trade in Canada. Their vice-president, William Copp, spent several weeks in the publishing centres of Britain recently and succeeded in establishing some notable connections.

They are constituted agents for the following publishing houses:—T. C. and E. C. Jack, Edinburgh and London; R. and T. Washbourne, London; T. Sealy Clark & Co., London; George G. Harrap & Co., London; Hills & Co., London; James Nisbet & Co., London; Sisleys Limited, London; Everett & Co., London, and David Douglas, Edinburgh; Blackie & Son, Glas-

BOOKSELLER AND STATIONER

gow; Archibald Constable & Co., Edinburgh; David Bryce & Sons, Glasgow.

A select representation of the lines of the following publishers are carried, for many of which the Copp, Clark Co., control the Canadian market: James Clarke & Co., London; Chapman & Hall, London; Wm. Collins, Sons & Co., Glasgow; Duckworth & Co., Lon-

yet been introduced to them. The Copp, Clark Co., Toronto, have arranged for the importation of a uniform set of five of Benson's books, including "From a College Window," and "Beside Still Waters," which will probably retail at \$1.50 per volume.

The poetical works of Alfred Noyes, in three volumes entitled "Poems," "Singing Seamen," and "Drake."



FORDING THE ASUA RIVER.

From "My African Journey," by Winston Churchill.

don; Greening & Co., London; Hutchinson & Co., John Lane, Methuen & Co., London; W. P. Nimmo, Hay & Mitchell, Oliphant, Anderson & Ferrier, Edinburgh; George Routledge & Sons, Seeley & Co., T. Fisher Unwin, Gay & Hancock, Stanley Paul & Co., London, and others.

In the United States they carry lines of the publications of John C. Winston Co., Philadelphia; Reilly & Britton, Rand, McNally & Co., Brewer Barse & Co., Chicago; Charles Scribner's Sons, New York, and others.

The prose works of A. C. Benson are known to a few admirers in Canada but there are many who have not

have been secured by the Copp, Clark Co., for the Canadian market.

Mr. John Murray's series of standard works including books by George Borrow, Charles Darwin, Dean Stanley and many other famous writers, are handled in Canada by the Copp, Clark Co. (75 cts.)

A handsome edition of "Lorna Doone," by R. D. Blackmore, known as the Doone-land edition, profusely illustrated with photographs, has been imported by the Copp, Clark Co. (\$2.00 to \$2.50.)



AN AUTHOR IN NOVEL POSE.

Winston Churchill (on the right) getting material for his book "My African Journey."

A Survey of the Canadian Literary Field

A Quiet Time Recorded With
Few New Books Appearing
—Several Promised Volumes.

There is little activity at present in Canadian publishing circles. It is a time of preparation. There will undoubtedly be a goodly number of new Canadian books published during the year, but it is too early yet to make any announcements. One publishing house has arranged for at least six books, but no information about them can be made public for a few weeks.

History.

The Premier of Ontario, Hon. J. P. Whitney, has come forward as a patron of literature, having given an order for one hundred and twenty copies of the Quebec Tercentenary Commemorative History, which was published last fall by the Quebec Telegraph. Needless to say, the books are for presentation to the members of the Ontario Legislature.

Dr. Doughty, the Dominion Archivist, has, at the request of Earl Grey, undertaken to prepare an official souvenir of the Quebec Tercentenary celebrations. The

complete, with his autograph. The publisher contributes an introduction and notes, seeking to vindicate Fanning's memory from the aspersions of some American writers. (57 pages. \$1.75 net.)



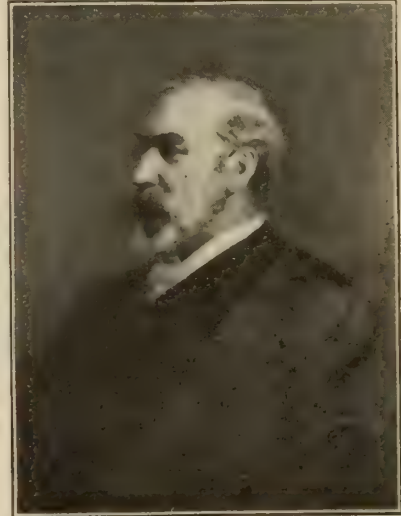
MISS F. W. MUSGRAVE

Author of "Gabrielle Amethyst," a Nova Scotian Story.

book will be most elaborate in every particular and will probably cost each prospective purchaser at least twenty-five dollars. Most of the illustrative work is being done in England. Dr. Doughty has an undoubted gift for designing books, some of his earlier productions being among the finest examples of Canadian book making, and the Quebec souvenir will be worthy of a great occasion.

A. P. Cockburn's "Political Annals of Canada," is being published in an English edition by Stanley Paul & Co. It constitutes a condensed history of Canada from the time of Champlain in 1608.

A. W. Savary, Annapolis Royal, N.S., has issued a limited edition of "The Narrative of Col. David Fanning," a loyalist of North Carolina in the American Revolution, reprinted from the original manuscript,



THEODORE H. RAND, D.C.L.

One of Canada's Most Noted Poets.

Sir C. P. Lucas has completed a History of Canada, 1763-1812, which the Oxford University Press is publishing immediately. The volume ranges with the author's study of the Canadian War of 1812, issued three years ago.

Fiction.

Few spectacular events in this old world's life pass into history before they are seized upon by some zeal



ALEXANDER M'LACHLAN

The Scottish-Canadian Poet.

ous novelist and woven into the texture of a story. The collapse of the cantilever bridge at Quebec last year is

utilized as the plot of a new novel by Anna Chapin Ray, called "The Bridge Builders," which is among the early spring publications of Little, Brown & Co., Boston.

Archie P. McKishnie, author of "Gaff Linkum," is at work on a new novel, the setting of which is Ontario in colonization days. The title will probably be "The Interlopers," and the time of publication next autumn.

A rising young Canadian author, Dr. Wm. J. Fischer, is just putting on the market a new novel which he entitles "Child of Destiny." This is to be issued by William Briggs. Dr. Fischer's former book, "The Toiler and Other Poems," has been very successful.

weeks, entitled, "The Fugitives, a Sheaf of Verses." It will be issued in a limited edition, each copy containing the poet's portrait and autograph. The printing is being done by John A. Bowes, of St. John, and the book will be bound in buckram, with gilt top. Mr. Spencer is an interesting figure in the Maritime Provinces and more will appear about him next month.

Miscellaneous.

A committee of friends of the late Henri Julien, the Montreal artist, are contemplating arrangements for the publication of a memorial album containing repro-



SERVICE BERRY, CALLED BY THE INDIANS "SASKATOON"

One of the engravings which appear in "Mountain Wild Flowers of Canada" by Julia W. Henshaw

Nova Scotia, forty years ago, is the scene of a novel entitled "The Combat," being published in England by John Long. Its author is Arthur Campbell.

Poetry.

The Houghton, Mifflin Co., Boston, are publishing a volume of verse by E. W. Thomson, of Ottawa, entitled "When Lincoln Died and Other Poems."

H. L. Spencer, who resides at Whitehead, King's County, N.B., is publishing a volume of poetry in a few

ductions of his best known paintings, caricatures and sketches. The secretaries of the committee are Raoul Lacroix, 5 Beaver Hall Square, and J. S. Lewis, Star Building, Montreal.

The memoirs of Hon. Chas. Langelier, covering a period from 1878 to 1890, have been published by Dus-sault & Proulx, of Quebec. The memoirs throw much interesting light on the history of French Canada. The book is priced at \$1.50.

Brief Reviews of Some Recent Books

Several Good Novels Already Published — "Septimus," One of the Cleverest of Modern Stories — Important Work on Canada.

Some half-dozen novels and at least one important Canadian historical work have already been published this season. A great many other books are promised for early publication and attention will be devoted to them as they appear.

Devoted Septimus.

SEPTIMUS. By W. J. Locke. Toronto: Henry Frowde. Cloth, \$1.25. Judged by his ability to paint a character in lasting colors, W. J. Locke is a literary



Portrait of W. J. Locke.

artist of surpassing power. Septimus, the simple, the unconsciously amusing, the unconventional and withal the lovable hero, is a character who will be remembered for the rest of one's life. He comes upon the scene without any ostentation, at Monte Carlo, calmly thrusting a coin into the hand of a young woman who had been cleaned out at the roulette wheel. So inoffensive, so purposeless was his bearing, so utterly unaware that he was doing anything unusual was he, that the young woman took the money, threw it and won. Meanwhile Septimus had walked away. This illustrates his character exactly, and it is in this way that he moves through the pages of the book, absent-minded at times, doing strange things and yet ever devoted to and thoughtful of the interests of the beautiful woman who befriended him. There is a tragedy in the story, into which his very devotion leads this remarkable hero. That is the pathetic feature of the case, but we must not spoil the reader's interest in discovering this tragedy himself. It is a clever book, not only in its character painting, but in its dialogue and its quaint conceptions.

The Oregon Boundary Dispute.

54-40 OR FIGHT. By Emerson Hough, Toronto: McLeod & Allen. Cloth, \$1.25. Mr. Hough has selected a catchy title, which is bound to raise the curiosity of many people, who are not aware of its historical significance. It refers, of course, to the controversy between England and the United States over the Oregon boundary, when the Americans insisted that

their territory should run to 54 degrees, 40 minutes north latitude. The backwoodsmen invented the phrase "54-40 or Fight," meaning that if the British did not concede that latitude to them, they were prepared to fight for it. Mr. Hough has written a readable tale, as the author of so good a story as "The Mississippi Bubble," would be expected to do. Actual personages are introduced and in the negotiations between the diplomatists of the day, the heroine of the story, a fascinating woman, plays no small part.

A Mystery Romance.

THE RED MOUSE. By William Hamilton Osborne, Toronto: William Briggs. Cloth, \$1.25. In the generality of present day novels, the author starts out well, carries the story along for a few chapters on a really high level of literary merit and then falls down for the remainder of the book. In "The Red Mouse," strange to say, the reverse is the case. The opening chapters are weak, the closing ones strong. The story of the regeneration of Challoner, the degenerate man of pleasure and self-confessed murderer is genuinely good. The sordid drama of vice and legalized graft is carried out in New York, the opposing figures being Murgatroyd, the prosecutor, and Thorne, an unscrupulous lawyer, participated in the fruits of many questionable deals. A murder, committed in a gambling den, provides the mystery, which holds the plot together.

A Socialistic Story.

COMRADES. By Thomas Dixon, jr., Toronto: Copp, Clark Co. Cloth, \$1.50. Socialism and the problems



THOMAS DIXON, Jr.

which confront socialists are the themes of this entertaining novel. A California millionaire of ideal American principles has a son who until his twenty-third year has devoted himself wholly to football.

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—Standard, London.

Publishing Office : 4 Bouverie Street, : : LONDON, ENGLAND

He becomes interested in socialism and his father encourages him to study it carefully. He joins a band of "Comrades" and they form a settlement on an island off San Francisco, given to the cause by the millionaire father without the son's knowledge. That human nature is to be reasoned with in all plans for reform is the keynote of the story.

An English Story.

CATHERINE'S CHILD. By Mrs. Henry De la Pasture. Toronto: William Briggs. Cloth, \$1.25. The story opens in a beautiful rural neighborhood near London, where Catherine, a widow, leads a quiet life, rearing her only daughter, Philippa. The daughter, however, is not content with her surroundings and longs for the gayer life of the city. She at length persuades her mother to let her go to London, chaperoned by a married cousin. Suddenly she disappears and the story concerns itself with the detective work of finding her. The story is prettily told and is carried along on a high plane of literary merit.

Editorial Note.

Owing to our arrangements for reviewing books being somewhat incomplete we are unable to give the attention we should have done to several volumes submitted for review this month. However, we hope to be in a position to cover this department of our work more promptly in future. The two most important books left over for next issue are:

THE MAKING OF CANADA. By A. G. Bradley. Toronto: Copp, Clark Co.

L'AMERIQUE PRECOLOMBIENNE. By Alphonse Gagnon, Minister of Public Works and Labor, Prov-

ince of Quebec. Quebec: Laflamme & Proulx. Paper covers, \$1.25.

SPRING FICTION ANNOUNCED.

Supplementary to the list in the January number.

Title	Author	Publisher
Marriages of Mayfair.....	Cecil Raleigh ...	Copp, Clark
Comrades.....	Thomas Dixon, jr. ...	"
A Maid of Honour.....	Robert Aitken ...	"
The Lonesome Trail.....	B. M. Bower ...	"
Romance of a Plain Man.....	Ellen Glasgow ...	Macmillan
Poppea of the Post Office.....	Mabel Osgood Wright ...	"
The Straw.....	Rina Ramsay ...	"
The White Sister.....	F. M. Crawford ...	"
The Three Brothers.....	Eden Phillpotts ...	"
One Immortality.....	Fielding Hall ...	"
Jimbo.....	Algernon Blackwood ...	"
Lorimer of the North-west.....	Harold Bindloss ...	McLeod & Allen
Thrice Armed.....	" ...	"
I and My True Love.....	Mrs. Keays ...	"
A Million a Minute.....	Hudson Douglas ...	"
Princess Zora.....	Ross Beekman ...	"
Fate's a Fiddler.....	E. G. Pinkham ...	"
By Force of Circumstances.....	Gordon Holmes ...	"
Bill Truetell.....	George H. Brennan ...	McClurg & Co.
The Delafield Affair.....	Florence Finch Kelly ...	"
David Bran.....	Morley Roberts...L. C. Page & Co.	

The Canadian Bookman

Being the Literary Supplement of The Bookseller and Stationer of Canada. Published monthly in the interests of Canadian authors, publishers, booksellers and bookbuyers. Edited by W. A. Craick, B.A., Toronto.

\$1.00 per annum

The MacLean Publishing Co., Limited

Toronto
New York

Montreal
Chicago

Winnipeg
London

BEST SELLING BOOKS DURING JANUARY.

As reported by Leading Booksellers.

Brantford.

1. My Lady of the Snows. By M. A. Brown. Briggs.
2. Peter. By F. H. Smith. McLeod.
3. Lonesome Pine. John Fox, jr. McLeod.
4. Cy Whittaker's Place. Joseph C. Lincoln. McLeod.
5. Web of Time. By R. E. Knowles. Revell.
6. Sowing Seeds in Danny. Mrs. McClung. Briggs.

Calgary.

1. Lonesome Pine. By John Fox, jr. McLeod.
2. Lewis Rand. By Mary Johnston. Briggs.
3. Holy Orders. By Marie Corelli. Briggs.
4. Riverman. By S. E. White. Musson.
5. Man from Brodney's. By G. B. McCutcheon. Briggs.
6. Illusive Pimpernel. By Baroness Orczy. Copp.

Charlottetown.

1. Anne of Green Gables. By L. M. Montgomery. Page.
2. Man from Brodney's. By G. B. McCutcheon. Briggs.
3. Holy Orders. By Marie Corelli. Briggs.
4. Lewis Rand. By Mary Johnston. Briggs.
5. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
6. Peter. By F. H. Smith. McLeod.

Chatham.

1. Life of James Robertson. By Ralph Connor. Westminster.
2. Web of Time. By R. E. Knowles. Revell.
3. Man from Brodney's. By G. B. McCutcheon. Briggs.
4. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
5. Lewis Rand. By Mary Johnston. Briggs.
6. Great Fight. By W. H. Drummond. Briggs.

Guelph.

1. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
2. Wild Geese. By S. J. Weyman. Copp.
3. Peter. By F. H. Smith. McLeod.
4. Holy Orders. By Marie Corelli. Briggs.
5. Diana Mallory. By Mrs. Ward. Musson.
6. Lonesome Pine. By John Fox, jr. McLeod.

Hamilton.

1. Lonesome Pine. By John Fox, jr. McLeod.
2. Peter. By F. H. Smith. McLeod.
3. Septimus. By W. J. Locke. Frowde.
4. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
5. Firing Line. By R. W. Chambers. McLeod.
6. Web of Time. By R. E. Knowles. Revell.

Kingston.

1. Story of Old Kingston. By A. M. Machar. Musson.
2. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
3. Life of James Robertson. By Ralph Connor. Westminster.

4. Cy Whittaker's Place. By Joseph C. Lincoln. McLeod.
5. Holy Orders. By Marie Corelli. Briggs.
6. Riverman. By S. E. White. Musson.

London.

1. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
2. Holy Land. By Henry Van Dyke. Copp.
3. Lonesome Pine. By John Fox, jr. McLeod.
4. Riverman. By S. E. White. Musson.
5. Diana Mallory. By Mrs. Ward. Musson.
6. Holy Orders. By Marie Corelli. Briggs.

Moncton.

1. Songs of a Sourdough. By R. W. Service. Briggs.
2. Diana Mallory. By Mrs. Ward. Musson.
3. Strollers.
4. Leaven of Love. By C. L. Burnham. Briggs.
5. Holy Orders. By Marie Corelli. Briggs.
6. Firing Line. By R. W. Chambers. McLeod.

Montreal.

1. Septimus. By W. J. Locke. Frowde.
2. Lonesome Pine. By John Fox, jr. McLeod.
3. Peter. By F. H. Smith. McLeod.
4. Joshua Craig. By D. G. Phillips. Briggs.
5. My Lady of the Snows. By M. A. Brown. Briggs.
6. Jewelled Ball. By F. B. Guest. Cambridge.

Peterboro'.

1. Peter. By F. H. Smith. McLeod.
2. Lonesome Pine. By John Fox, jr. McLeod.
3. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
4. Web of Time. By R. E. Knowles. Revell.
5. Holy Orders. By Marie Corelli. Briggs.
6. Songs of a Sourdough. By R. W. Service. Briggs.

Port Arthur.

1. Songs of a Sourdough. By R. W. Service. Briggs.
2. Lewis Rand. By Mary Johnston. Briggs.
3. Lonesome Pine. By John Fox, jr. McLeod.
4. Barrier. By Rex Beach. Musson.
5. Kincaid's Battery. By G. W. Cable. Copp.
6. Salthaven. By W. W. Jacobs. Copp.

St. Catharines.

1. Web of Time. By R. E. Knowles. Revell.
2. Diana Mallory. By Mrs. Ward. Musson.
3. Lure of the Mask. By Harold MacGrath. McLeod.
4. Peter. By F. H. Smith. McLeod.
5. Lonesome Pine. By John Fox, jr. McLeod.
6. Sowing Seeds in Danny. By Mrs. McClung. Briggs.

St. Thomas.

1. Songs of a Sourdough. By R. W. Service. Briggs.
2. Lewis Rand. By Mary Johnston. Briggs.
3. Peter. By F. H. Smith. McLeod.
4. Lonesome Pine. By John Fox, jr. McLeod.
5. Diana Mallory. By Mrs. Ward. Musson.
6. Man from Brodney's. By G. B. McCutcheon. Briggs.

Stratford.

1. Lonesome Pine. By John Fox, jr. McLeod.
2. Treasure Valley. Marian Keith. Westminster.
3. Lewis Rand. By Mary Johnston. Briggs.
4. Riverman. By S. E. White. Musson.
5. Sowing Seeds in Danny. By Mrs. McClung. Briggs.

Toronto.

1. Peter. By F. H. Smith. McLeod.
2. Wild Geese. By Stanley J. Weyman. Copp.
3. Septimus. By W. J. Locke. Frowde.

4. Comrades. By Thomas Dixon, jr. Copp.
5. Adventures of Joshua Craig. By D. Phillips. Briggs.
6. Anne of Green Gables. By M. Montgomery. Page.

Victoria.

1. Holy Orders. By Marie Corelli. Briggs.
2. Lonesome Pine. By John Fox, jr. McLeod.
3. Songs of a Sourdough. By R. W. Service. Briggs.
4. Governors. By E. P. Oppenheim. Copp.
5. Mystic Spring. By D. W. Higgins. Dodge.
6. Queen Alexandra's Book. Frowde.

Winnipeg.

1. Soul of Dominic Wildthorne. By J. Hocking. Copp.
2. Diana Mallory. By Mrs. Ward. Musson.
3. Life of James Robertson. By Ralph Connor. Westminster.
4. Illusive Pimpernel. By Baroness Orczy. Copp.
5. Riverman. By S. E. White. Musson.
6. Sowing Seeds in Danny. By Mrs. McClung. Briggs.

Woodstock.

1. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
2. Songs of a Sourdough. By R. W. Service. Briggs.
3. Web of Time. By R. E. Knowles. Revell.
4. Man from Brodney's. By G. B. McCutcheon. Briggs.
5. Holy Orders. By Marie Corelli. Briggs.
6. Spirit in Prison. By Robert Hichens. Copp.

Summarizing.

- A 1st place counts 10 points.
 A 2nd place counts 8 points.
 A 3rd place counts 7 points.
 A 4th place counts 6 points.
 A 5th place counts 5 points.
 A 6th place counts 1 point.

Canadian Summary.

	Points.
1. Trail of Lonesome Pine. By John Fox, jr.....	30
2. Sowing Seeds in Danny. By Mrs. McClung.....	79
3. Peter. By F. H. Smith.....	67
4. Holy Orders. By Marie Corelli.....	62
5. Songs of a Sourdough. By R. W. Service.....	49
6. Lewis Rand. By Mary Johnston.....	42

United States.

1. Lonesome Pine. By John Fox, jr.
2. Peter. By F. H. Smith.
3. Lewis Rand. By Mary Johnston.
4. Man from Brodney's. By G. B. McCutcheon.
5. Red City. By S. Weir Mitchell.
6. Out-of-Doors in the Holy Land. By Dr. Van Dyke.

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Some New Books to Remember

In the last issue of *The Bookseller and Stationer* we announced our new Spring publications.

We now wish to emphasize particularly the importance to the trade of stocking up immediately on the following titles which are sure to be largely called for.

THE BALLADS OF A CHEECHACO

By R. W. Service. Author of "Songs of a Sourdough."

\$1.00, Illustrated \$1.50

MY LADY OF THE SNOWS

By Margaret A Brown **\$1.25**

A book which is creating a stir in the higher circles of Canadian society.

THE BRONZE BELL (Formerly announced as "Gateway of Swords") **\$1.25**

By Lewis Joseph Vance

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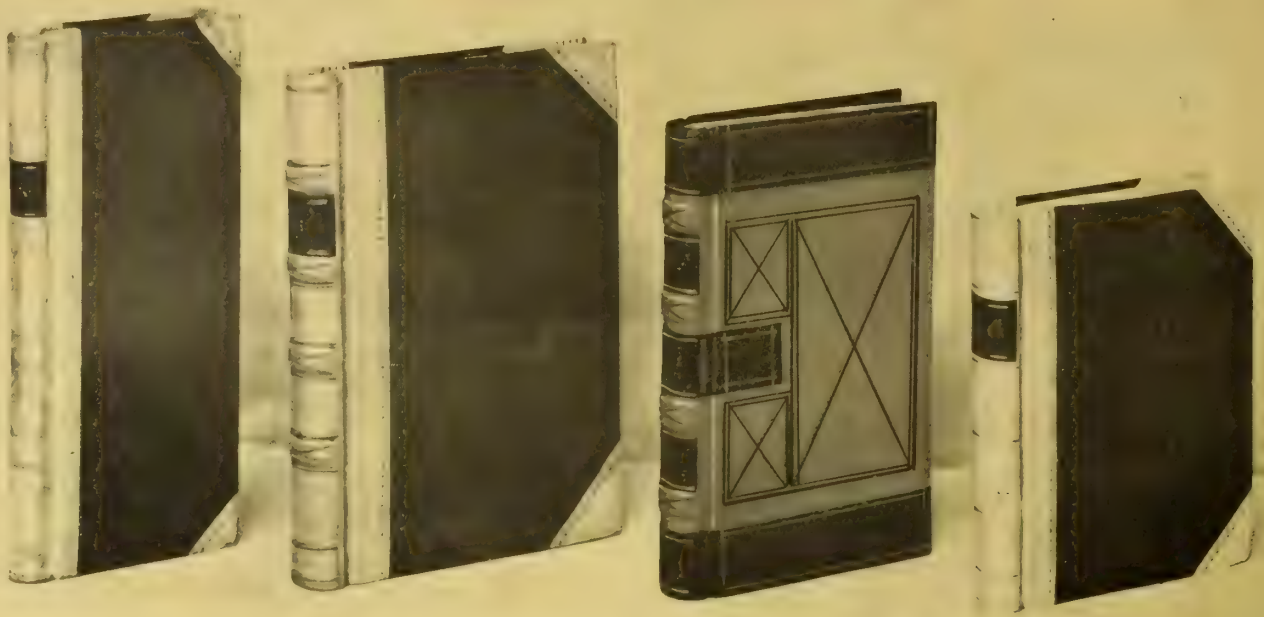
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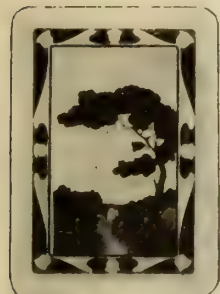
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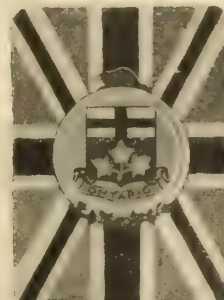
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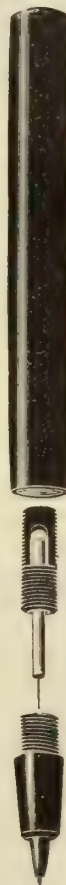
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WE are the largest manufacturers of Fountain Pens for special imprint orders, in America.

We manufacture only a high-grade article in

Fountain Pens. Every line we make is notably of the finest workmanship and highest quality, and we guarantee absolutely every pen that leaves our factory. Any reliable firm cannot be too particular about the kind of a Fountain Pen they place their own name or trade mark upon.

Before you contract for Fountain Pens under your own imprint for the year 1909, it will certainly pay you to call and see us or have us submit samples.

SANFORD & BENNETT Co.



Manufacturers of Fountain, Stylographic and Gold Pens for foreign and domestic trade.

Patentees of the "Autopen" (Self Filler), the "Gravity Stylo Pen," and the "Commercial Fountain Pen."

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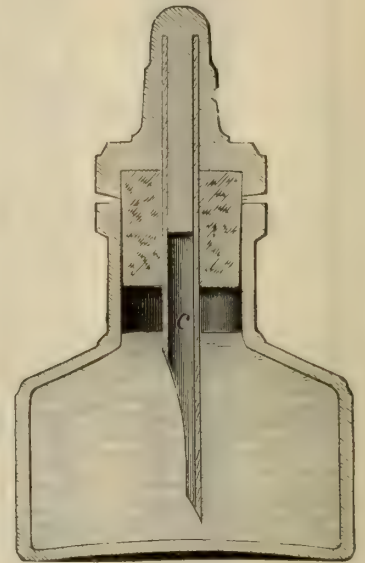
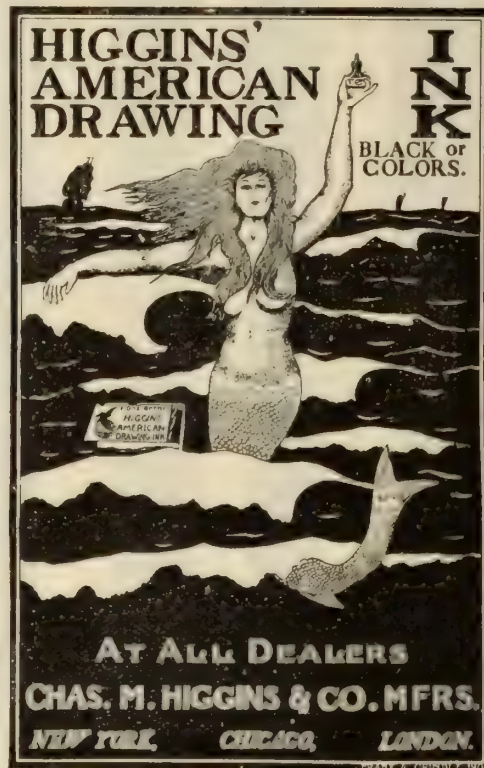


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AS A SYMBOL FOR

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was first used by us in an advertisement in "The Architectural Record" for August, 1903, as above. Thus in this as in all other matters relating to Drawing Inks,

Higgins' American Drawing Inks

blaze the way for those who find it easier to copy than create. Year by year these splendid inks have gone on their way constantly gaining new admirers while retaining old friends, seeming to thrive on so-called self-styled "competition."

HIGGINS' AMERICAN DRAWING INKS have sold more largely during the past year than ever before in their history. This has been due in a great measure to our liberal policy of advertising, and to absolute fair dealing with our friends in the trade, but above all to the unapproachable high quality, standard and reputation of these inks, which have made them from the beginning and always

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CHAS. M. HIGGINS & CO., Originators and Manufacturers of **Inks and Adhesives**
NEW YORK CHICAGO LONDON

MAIN OFFICE : 271 Ninth Street }
FACTORY : 240-244 Eighth Street } **BROOKLYN, N.Y., U.S.A.**

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Higgins' Inks and Adhesives



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CHAS. M. HIGGINS & CO.,

Originators and Manufacturers of Inks and Adhesives
NEW YORK CHICAGO LONDON

MAIN OFFICE : 271 Ninth Street
FACTORY : 240-244 Eighth Street
BROOKLYN, N.Y., U.S.A.



FOREWORD—The 1909 stock of Christmas Cards to be handled by us **has been chosen**, but as we have not received the samples of the various lines, we are not in a position to make any definite announcement now—more later.

Further, samples now being shown, as samples of Christmas 1909 cards, are generally “**samples of last year’s left-overs.**” Manufacturers of Christmas Cards do not start on the production of a new line, until the reports of the effectiveness of their previous season’s supply are received, and a knowledge gained of the probable demands of the buying public for the next season. Any suggested changes in the cards for betterment are then effected. Samples of the 1909 designs will not arrive until probably April 1st.

The same public that last year bought Christmas Cards will create an even greater demand for them next Christmas time.

To make certain of your fair share of the business from this **demand-to-be**, you must make arrangements for stocking the 1909 designs.

We ask that **you** consider the advisability of handling our

Christmas (1909) Cards

Last year our Christmas Cards gained great favor with the trade — they deserved it. Our buyers inform us that **this year** the cards chosen by them for the Christmas 1909 trade will eclipse those of any previous year. **And that’s why** we suggest your waiting on the arrival of these cards.

We are sole Canadian Agents for Hills & Co., Ltd. (St. Luke’s Press), London, England. One line of their Christmas 1909 Cards deserve mention as being appropriately attractive and uniquely fitted for Canadian trade. The cover is of Maple Leaf design, showing natural tints and shading of the leaf, as we know it—not the overworked effect generally present on most cards.

WE WOULD SUGGEST also, that you **write us now**, just tell us that you purpose handling Christmas Cards and will be pleased to have us quote on the 1909 cards. When samples arrive we will see to it that you are fully informed. *Write to-day.*

THE COPP, CLARK COMPANY, LIMITED

64 and 66 Front Street West

TORONTO, ONTARIO



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READY

New and Artistic Designs

in

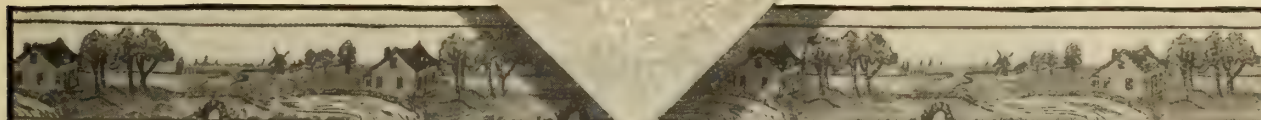
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Decorated Papers
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Fast Color Napkins

Strong, finely-creped paper, graceful designs (many especially prepared for holiday and seasonable use), perfect printing in refined colors,—in fact, all the Dennison characteristics are exaggerated in this 1909 line.

Nothing will so kill trade as inferior goods. Nothing will so attract trade as new, beautiful, useful features. That's why every year Dennison presents new designs. That's why every year Dennison papers are a little better than the year before. That's why dealers have learned to rely on Dennison. We advertise everywhere "Ask your Dealer." Have you our new sample books? At a word from you, we'll gladly send.

Dennison Manufacturing Company

Makers and Maintainers
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The Best is Ours

There are "big things" in the DAVIDSON line this season. Appearances count for a lot in most things, but here they count for everything. Our goods stand the supreme test, and prove their value as quick money-makers.

Post Cards

Beautiful productions for all occasions. Hand coloured and glazed.

Actress Series

Richly ornamented, embossed medallions. Hand coloured and heavily gilded.

View Series

Charming scenes of lake and woodland, in oval mounts. Plain gilt and fancy decoration.

BIGGER THAN

POST

Comic

Sentimental

Glossy Post Cards have, in our hands, reached the acme of perfection. Our Cards stand absolutely without competition. They are the finest ever attempted.

DAVIDSON BROTHERS,

Selling Agents for Canada : The

:- And Yours

These lines are for you and your trade. Bigger than ever by reason of their infinite variety of design, novel ideas, exquisite effects, and wonderful values. All buyers and those who intend coming into the Post Card field should ask for and get these attractive lines.

THINGS EVER

CARDS

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Birthday

Tom Browne Comics

Many new titles. Endless humour and wholesome fun. 2,000 designs.

Real Life Comics

A good popular line, posed by living models. Good sellers everywhere.

Birthday Greetings

Delightful ideas, with appropriate wishes. Embossed and silvered, with colour decoration.

Tom Browne, whose clever designs brought him the membership in the Royal Academy, is engaged by us exclusively to paint comic post cards of clean and wholesome humour.

London=====and=====New York

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specialties:
Modern Heliotype
styles,
plain and coloured.

Well known for efficiency and
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Made to order only
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Post Very fine
make. First
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only.

Cards

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Picture Post Card Manufacturer.
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The Crocker Pen Co.

Manufacturers of the

**Crocker Foun-
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**"You blow it
to fill it"**

WITHOUT DOUBT
the best, cleanest, simplest
and most satisfactory self-filler
on the market to-day. Write
for catalogue and our very liberal offer
to dealer. We also manufacture the
ordinary fountain pens with imprint and for
premium purposes. Prices and goods will please
you.



THE CROCKER PEN CO. 79 Nassau St.
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You may deposit or withdraw money by mail.

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All kinds of goods for artists. Crayons, Oils, Mediums, Easels, Studies, &c

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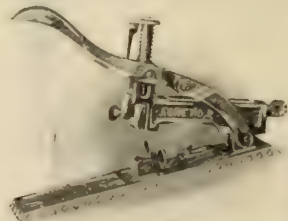
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D. B. Hanna, Augustus Myers, John Hoskin, K.C., LL.D.
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Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL	- - - - -	\$1,400,000.00
ASSETS	- - - - -	2,162,753.85
LOSSES PAID SINCE ORGANIZATION,	- - - - -	29,833,820.96

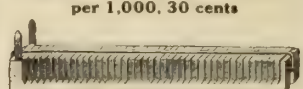
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The Acme No. 2 Binder



This is a machine that drives a flat
staple that holds. It penetrates the
thickest and toughest paper and will
not tear the thinnest. Easy and con-
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order, because it is simply made.
The price is moderate and is one of
the least inducements that will sell
it to the busy office worker.

Staples (No. 18) 5,000 in a box,
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Ask your jobbing house about it.

Acme Staple Company, Limited
500 North 12th St. PHILADELPHIA, PA., U.S.A.

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Incorporated
1851

ASSURANCE
COMPANY.

FIRE

AND

MARINE

HEAD OFFICE—TORONTO, ONT.

Assets over - -

\$3,570,000

Income for 1906, over

3,609,000

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W. R. BROCK, Vice President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

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Photo Specialties

"The World's Standard"



They will pay you handsome profits.
Carry them as a side line.

For Price Lists and Trade Literature write

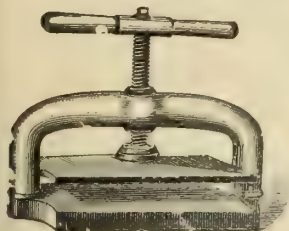
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and
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Montreal Toronto Winnipeg

The most popular pens are

ESTERBROOK'S

MADE IN ALL STYLES



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Turned-up Points, 477, 531, 1876.

CANADIAN AGENTS:

THE BROWN BROS., LIMITED
TORONTO.

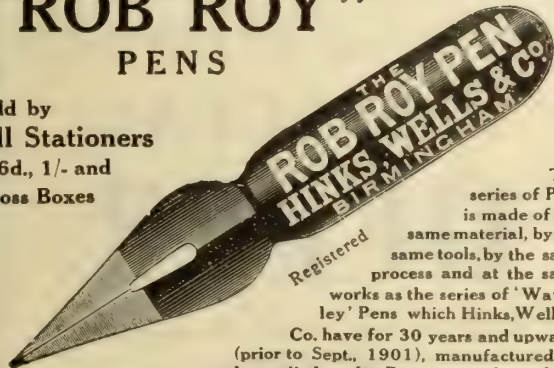
STATIONERS—IT IS AN *Undeniable Fact* RELIANCE GOODS

Are not an experiment or an imitation.
We guarantee our product to be
second to none.

THE RELIANCE INK COMPANY
WINNIPEG MANITOBA

"ROB ROY" PENS

Sold by
All Stationers
in 6d., 1/- and
Gross Boxes



This series of Pens is made of the same material, by the same tools, by the same process and at the same works as the series of 'Waverley' Pens which Hinks, Wells & Co. have for 30 years and upwards (prior to Sept., 1901), manufactured for and supplied to the Proprietors thereof.

HINKS, WELLS & CO., - - - BIRMINGHAM, ENGLAND

Waverley Pens

What makes the Waverley Series of Pens sell so readily is their incomparable and regular good quality. Every pen is selected. They are known all over the world as the
"Boons and Blessings"

Sold by the Leading Wholesale Houses
Sample Cards & Trade Prices sent by return mail

Waverley Works, MACNIVEN & CAMERON,
Edinburgh Limited

SPENCERIAN STEEL PENS.

The Standard Brand in United States for over fifty years, among expert and careful writers, and recognized by accountants and correspondents as

THE BEST

Works: BIRMINGHAM, ENGLAND

Imported by all the leading stationers in
Canada.

Proprietors: Spencerian Pen Co., New York

HAVE YOU TRIED THIS ONE?

JOHN HEATH'S PENS

Supplied by leading Wholesale Houses in Toronto and Montreal.
London (Eng.) Export Agency:
8 St. Bride St., London, E.C.

02 TELEPHONE PEN. Reg. in Canada

The TELEPHONE PEN

REG. IN CANADA

It will pay you

to wait and see our *Import Samples*, which are now being shown by our travellers.

Christmas and New Year Cards **Christmas Post Cards**
Autograph Stationery **Private Greeting Cards** **Calendars**

These are well-known lines manufactured by *Daviason Brothers, Miller and Lang, Mason and Company, Fairman and Company.*

Holiday Papeteries.—We are showing a large and varied assortment of these goods, especially manufactured for us by the *Berlin & Jones Envelope Co., New York.*

Bibles, Prayer Books, Hymn Books, Catholic Prayers.—These lines are the well-known Oxford series, and our samples show a great variety of styles and bindings.

Other Holiday Lines in which you are sure to be interested are: **Holly Wrapping Paper, Holiday Seals and Tags, Poets, Miscellaneous Books, Xmas Tree Ornaments, Xmas Tinsel, Paper Bells, Paper Garlands.**

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 Wholesale Stationers VANCOUVER, B.C.

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17 x 28—20, 24 and 28 lbs.	17 x 28—28, 32 and 36 lbs.
17 x 22—14, 16, 18, 20 and 24 lbs.	21 x 32—56 lbs.
19 x 24—20 lbs.	23 x 36—72 lbs.

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SNOWFLAKE In Blue, Red, Lilac and Wine	ADELIA Fine White Wove, Double Cap and Folio
20 x 25—40 and 60 lbs.	and variety of other lines.
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St. Adele, Que.

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A Reliable Red Ink

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Carter's Carmine Fluid

a brilliant red which will not bronze and has no effect on steel pens—

Takes Away the Chance for Complaint.

THE CARTER'S INK CO.

BOSTON NEW YORK CHICAGO MONTREAL



If you get stuck on

Fancy Calendar Pads for 1910

It will be because your competitor had Elliott Pads and you didn't.

Proof of the superiority and salability of Elliott Fancy Calendar Pads will be cheerfully sent you in shape of a complete sample line if you write us for same.

Also remember the Elliott Line of Art Calendars.

THE

CHAS. H. ELLIOTT
COMPANY

Philadelphia, Pa.

Building for the Future

No need to dwell on the necessity of advertising.

There is no question about that.

What publications will you use? That's the point.

Your aim is to build a business for the future as well as to-day. Isn't that right?

In order to do this your advertising must bring results.

Best results are obtained from advertising in publications with national distribution.

Busy Man's Magazine

circulates thoroughly throughout the Dominion from coast to coast.

The two hundred circulation men of the MacLean Publishing Company — the strongest circulation organization in Canada—are adding rapidly to Busy Man's readers.

Send for rates and particulars to nearest office.

Busy Man's Magazine

MONTREAL TORONTO WINNIPEG

"Sports" Playing Cards

The Best
Value
in the
Market

One
of
Many
Varieties



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Leaders in
a second
grade
Good
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and
St.
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One dozen
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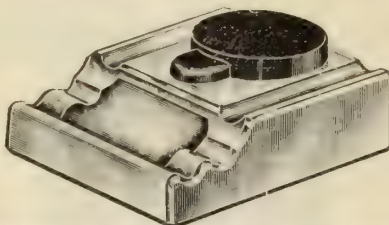
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Shows
Our
No. 25

Retail
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75c.



Large
Cut
Shows
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Retail
Price
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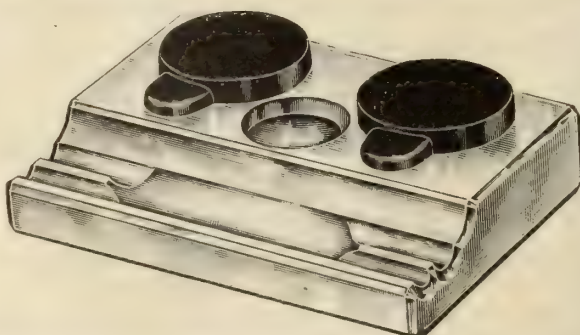
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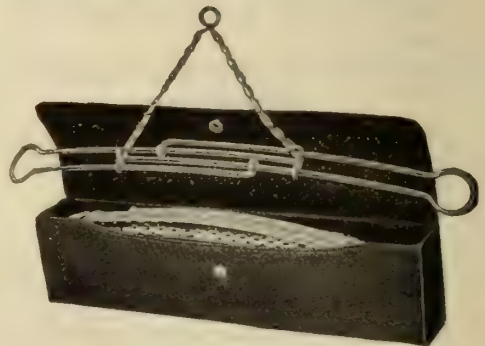
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NEW YORK, U.S.A.



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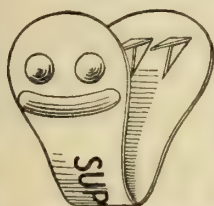
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Superior Because { They have two points which pierce the paper.
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Manufacturers of the cele-
brated "AUOFIELD-
SAKLESS." A twist
of the fingers
fills it.



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Field owe their
popularity mainly
to the fact that **Honest**

Value is given to every
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Band Pens.

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CANADA

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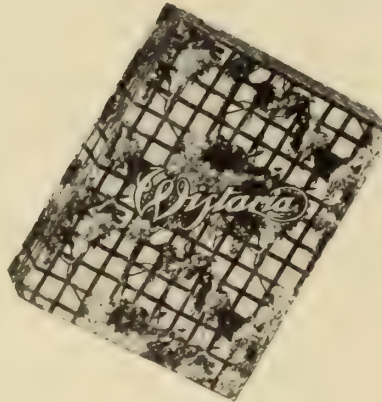
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The series is most daintily designed and boxed and consists of notepaper, envelopes, papeteries, and writing tablets. Our best workmanship throughout.

Both series are exceptionally well adapted for window displays. We will give dealers every assistance in dressing their windows, providing handsome window rolls.

Oriental Linen is made up with an Oriental design in stronger colors and in one of the most striking dressings we have put on any line of stationery.



The stock is our highest grade of white crash finish paper and is made in Regent and Boudoir sizes in Paper, Envelopes, and Papeterie's, and three sizes of tablets.

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Trade supplied by all Leading Wholesale Drug Houses in the Dominion.

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Converting sterling into Canadian currency, and vice versa, advancing by 8ths and 16ths, with other useful tables. By EWING BUCHAN. Second edition. Price, \$4.00.

Buchan's Sterling Equivalents and Exchange Tables

Showing the relative value, according to the rate of discount in London, in Canadian and New York systems of quotations, of bills of exchange drawn at any rate, of having any number of days to run, etc., etc. By EWING BUCHAN. Price, \$4.00.

Buchan's Par of Exchange (Canadian)

Giving sterling into dollars and cents and vice versa, from £1 upwards, also sterling equivalents, Canada into New York and vice versa. By EWING BUCHAN. Price in sheets, each, 20c.; mounted (on boards), each, 35c.

Import Costs

Showing "laid-down costs" from one-eighth of a penny to one thousand pounds, with advance on sterling costs from five per cent. to fifty per cent. calculated at the Canadian par of Exchange, advancing by two-and-a-half per cent. rates. A separate table for each rate. By H. S. MARTIN. Price, \$1.50. Full bound leather limp. New.

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A hand-book of advances of sterling costs in decimal currency from one penny to 1,000 pounds, with a FLANNEL TABLE, from 20 to 100 shillings per piece of 46 yards. By R. CAMPBELL and J. W. LITTLE. Leather, 75c.

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Revised to date, containing lists of warehousing ports in the Dominion, the Franco-Canadian treaty, extracts of Canadian Customs Act, Sterling Exchange, Francs, German Rixmark, at Canadian Customs values, also a table of the value of francs in English money, Harbor Dues, etc., etc. F. Cap. 8vo, cloth. Price, 50c.

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115 and 117 Notre Dame St., West, MONTREAL

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HAMILTON, BERMUDA

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GEORGETOWN, DEMERARA

BRITISH GUAYANA
This first class hotel is most conveniently situated in the coolest and healthiest part of the city. Five minutes from railway station and steamer wharves, and near to all principal public buildings. Cool and lofty bedrooms. Spacious dining and ladies' rooms. Billiard room. Electric light throughout.

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Opposite Victoria Park and Cedar Ave.
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Open November Closes in May

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The most popular hotel in
OTTAWA, ONT.

JAMES K. PAISLEY, Proprietor

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COLLECTIONS, ETC.

THE

MERCHANTS MERCANTILE CO.

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Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims. Tel. Main 1983

The Topaz Pencil

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Better than any at the same price.

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— AND —

Indelible Copying.

Write for Samples to

Warwick Bros. & Rutter, Limited
Wholesale Stationers, TORONTO.

SQUIBS.

A magazine editor was talking about W. W. Jacobs the humorist.

"I tried," he said, "to get Mr. Jacobs to write for me; but I found that he had all he could do for six or seven years to come."

"He is a quiet, modest chap. When I praised his wonderful skill in the writing of short stories, he said that it was only their surprises that made his stories take."

"Then, to illustrate what he meant, he told me a story wherein the surprises came fast and furious."

"He said that a lawyer, defending a man accused of housebreaking spoke like this:

"Your Worship, I submit that my client did not break into the house at all. He found the parlor window open and merely inserted his right arm and removed a few trifling articles. Now, gentlemen, my client's arm is not himself, and I fail to see how you can punish the whole individual for an offence committed only by one of his limbs."

"That argument," said the magistrate, "is very well put. Following it logically, I sentence the defendant's arm to one year's imprisonment. He can accompany it or not, as he chooses."

"The defendant smiled, and with his lawyer's assistance unscrewed his cork arm, and, leaving it in the dock, walked out."

Rev. Silas K. Hocking once had an amusing experience in a railway carriage. Seated in the same compartment with him were a clergyman and a young woman who was reading a book. The clergyman asked her what she was reading, whereupon she told him it was a work by Silas K. Hocking. The clergyman expressed his great regret, as he objected strongly to books by that author. Mr. Hocking was greatly amused, and broke in upon the conversation by asking which of his books the reverend gentleman objected to in particular. "Oh, all of them," was the reply. Mr. Hocking managed to obtain the admission from him that he had never read one of the maligned works himself, but he had based his opinion upon hearsay. The author did not say any more until the train stopped at the station, and then he very politely handed his traveling companion his card, and got out. The look of astonishment on the face of Mr. Hocking's critic when he came to know the identity of his traveling companion must have been almost as painful as it was amusing to witness.

A. ROY MacDOUGALL

Manufacturers' Representative

is showing an excellent assortment in the following lines :

HOLIDAY PAPETERIES attractively boxed, with covers showing beautiful scenes framed in mission wood effects; also in imitation of the arts and crafts workmanship with cameo set in; boxes of genuine veneer wood suitable for gifts; dainty woven mat effects on covers, with Gainsborough portrait framed in gold; the celebrated Asti and Philip Boileau portraits set in panels of cut steel on covers. All these lines are most artistically boxed and daintily tied with silk ribbons and bows. When emptied they would be admirably suited for glove, handkerchief and collar holders. Besides the scenes outside of boxes many contain pictures in colors by noted artists on inside cover making them particularly adapted for window displays and allowing contents to be shown.

HOLIDAY GREETING CARDS You ought to see these lines from Birn Brothers, London, England. They are called the Heraldic Series, and are made up in artistic designs a little different to what you have been used to. Nothing so tasteful, artistic and distinctive has been seen in Canada before. One large buyer of this class of goods told us he had never seen anything to equal them, without exception of price in all his twenty-five years experience. You'll be inclined to say the same thing when you see them. Made especially for the Canadian trade, embossed with coats-of-arms of the various Provinces.

Other lines include : Crepe Tissue, Paper Napkins, Stationers' Sundries, Bibles, Post Card Albums and Fountain Pens. Also series of Artistic Photogravures of popular subjects. Drop in and see the display. You'll find it well worth your while.

These lines are now being shown by Mr. MacDougall and his two traveling representatives.

A. ROY MacDOUGALL

42 ADELAIDE ST. WEST

TORONTO, CANADA

The New "Rival" Fountain Pen



These fluid pencils are the most reliable pencils made, as all users of this kind of pen know that a vibrating needle in a stylographic is the most successful. For over twenty years we have studied the different parts so that we can safely say that a gold needle and platinum point make the best and most desirable writing point, and as soft to the touch as a lead pencil. These pens are useful for figuring, lining and manifold work. Their excellent quality makes them almost indispensable for this kind of work.

The "3 Ravens" are made in 3 styles and 2 sizes, large and small. All Red, Red and Black, and all Black. Please state what color when ordering. The Red and Black makes a very pretty combination.



The "Rival" Fountain Pen is a high grade fountain pen at a low price, and has been sold in the Dominion of Canada for a great many years and, therefore, requires but little introduction. It is made of the best quality of vulcanized rubber that can be procured and has no superior as to its writing qualities. Our Gold Pens are 14 karat gold, iridium pointed and unconditionally guaranteed.



We have manufactured Fountain and Stylographic Pens for over twenty-five years and attribute our success in business to making a perfect and reliable article. We are not the largest manufacturers in the world, but we manufacture everything that we sell and do not have to depend upon other manufacturers to make any of our goods, as we have a well equipped factory for manufacturing all of our rubber holders and gold pens.

Our representative, Mr. A. Roy MacDougall, 42 Adelaide St. West, Toronto, Ont., will visit all the largest cities in Canada and will show a complete line of our goods in the very near future.

MANUFACTURED BY

D. W. BEAUMEL & CO.

Established 1885

35 ANN ST., NEW YORK, U.S.A.

ADVERTISING SERVICE FREE FOR SUBSCRIBERS



BOOKSELLER AND STATIONER is constantly on the look-out for ways and means of increasing its usefulness to the trade.

Through twenty-five years of intimacy with conditions surrounding the bookseller and stationer, we have got to know our subscribers, their requirements and their little peculiarities. We have now reached a point where we feel that we can prescribe successfully for the various problems which frequently face them.

One of these is advertising. How best to attract patrons to his store is the question which confronts every retailer. Many of the trade, with really good specialties, spend money on advertising, but fail to get results. Generally it is not their fault. Often they lack the time for a proper study of the subject. Our subscribers know the people they want to reach in a great many cases, but some cannot say in type and ink just exactly what they would say if the customer were to come into the store. If they could, the purpose of this article would be removed. What the average retailer needs is improvement in his copy.

How to help him is our object. By close observant study of advertising

conditions, our advertising men keep in touch with the most effective ideas. They know methods which will create trade. They know what to say, just how much to say and just how far to go. Our copy men are familiar with the practical resources of printing offices and in co-operating with them are able to accomplish the most effective results in typographical arrangement.

For these services there is no charge. We want to help you get business. We realize that the benefits derived will be mutual. Intelligent self-interest prompts the move.

Good business depends on your ads. Anything which will tend to help you make them increase in pulling power should be taken advantage of. Money spent on bad advertising is wasted. Money spent on the right kind is a good investment. We want you to make money from your publicity and are willing to help you to that end.

William G. Colgate:

Manager Copy Department.

BOOKSELLER AND STATIONER
10 Front St. East TORONTO, CANADA

Bookseller and Stationer

and Canadian Newsdealer

A monthly journal devoted to the interests
of the Bookselling and Stationery Trades

W. A. CRAICK
Editor

Subscription: One Dollar a Year
Single Copies - - Ten Cents

Vol. XXV.

TORONTO, CANADA, MARCH, 1909

No. 3

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New York Chicago Winnipeg London, England Vancouver

The Pen that Encircles the Globe

Waterman's

The Spoon Feed
in all styles of Waterman's Ideals is the part which feeds an accurate supply of ink under perfect control.

The Clip Cap
is the simple device that holds the pen securely in the pocket, right side up, and also prevents rolling on the desk.

Cone Cap Style

The standard for a quarter-century. Highest grade materials, 14-Kt. iridium-tipped gold pen. The most practical shape for commercial use.

Safety

can be carried in any position and the ink cannot spill. Sealed ink and airtight. Simple, strong serviceable.

Style

position and the ink cannot spill. Sealed ink and airtight. Simple, strong serviceable.

Self-Filling Style

Has no complicated parts. The ink is pumped into the holder to be used as required and again refilled as conveniently. No inner parts to deteriorate.

Check Book Style

A perfect Waterman's Ideal in miniature, 3½ inches long. Convenient for signing checks, and with pocket diary or memo book.

The Baby Pen

A perfect little Waterman's Ideal for children's use or wherever a small pen is required. Size 3½ inches long.

Taper Cap Style

Slender and gracefully shaped. Appropriate for ladies' use.

The Globe Trade-Mark

is the identification mark of Fountain Pens made and guaranteed by the largest manufacturers in the world.

Straight Cap Style

Our original shape. Preferred by many for convenience and appearance.

All styles can be carried in stock filled with ink, ready for immediate trial. Note that a filled pen will write the instant the point touches the paper. There are several ways to fill Waterman's Ideals, but only one way to empty them, that is, in writing with the ink under positive control of the Spoon Feed. Every holder in every style and size made with pen points, which will fulfill every requirement.

CATALOGUE SENT UPON REQUEST

Waterman's Ideal Ink is the Best Ink that Can be Purchased Anywhere

Fountain Pen

L. E. Waterman Company, Limited

136 St. James Street

New York

London

Montreal

Paris

DEPRESSING TRADE GRIEVANCES REPORTED FROM Several Quarters—The Yukon Trade Disgusted with the Canadian Post Office Department and Forced to Deal with U.S. Supply Houses ---Complaint from Brockville about Toronto House Selling Direct

This month The Bookseller and Stationer has received, both directly and indirectly, several letters in which the writers have told of certain grievances, which they are suffering in the prosecution of their business. We are glad to give space in our columns to the publication of these letters, as they have to do with genuine grievances and any suggestions that can be offered as to their alleviation will be appreciated.

Selling Direct to Consumers.

Editor Bookseller and Stationer: Having seen a communication in the columns of Bookseller and Stationer re certain Toronto firms selling at cut prices to the consumer, to the detriment of local retailers, as I have some up-to-date evidence, I thought I would drop you a line.

It is bad enough to sell at prices below the retailer which he has some little chance of meeting, but when it comes to selling the consumer at trade prices, I think it is time for something to be doing.

A customer of mine came to me with quotations for certain publications which he had received from a certain Toronto house. He wished me to get the works for him, but at the prices quoted f.o.b. Toronto. Accordingly I wrote said firm for same giving the quotations and asking for such prices as would enable me to meet the quotations, and the reply received is as follows:

"Of the first section of your order, we are only sending two volumes. While we have the others in stock, you mention to supply only if you can sell at prices quoted, and as our prices to the trade are the same as you have on the list, we are not sending."

I think it is time the retailers looked after the like of this. The above order was only between \$4 and \$5, and likely the only order for at least a year, and yet it was to be supplied at trade prices as you see from quotation.

I am thankful to say there are some firms, more than one, that either refer orders to the local dealer, or if supplied direct send him his commission just as if he had handled the goods, and I do not think they will suffer any for it.

Can you suggest any steps that might be taken towards remedying such a state of affairs. I think if the retail trade was a unit on the matter it might be done. If you see fit to use any part of this letter in The Bookseller and Stationer in any way you are welcome to do so.

J. S. COPLAND.

Brockville, February 18, 1909.

Magazines for the Yukon.

The following letter was received on January 28 by the publishers of an important Canadian magazine and has been handed over to The Bookseller and Stationer for publication:

Gentlemen: Your letter of November 20 at hand in regard to your having magazines returned that you are addressing to the Yukon Territory, I wish to say that same is the outcome of the almost criminal indifference, the absolute disregard and carelessness that the Post Office Department in Canada is displaying towards the people of the Yukon Territory.

What cause of complaint have you people of Canada got, if we of the Yukon Territory give up your periodicals and merchandise entirely when the men you elect to conduct your affairs show themselves so confoundedly incapable. If I try to further the sale of Canadian and English papers here, if I try to buy goods from Canadian houses, letters of the kind you sent me are the only thing I get.

I received a letter from a news company in Toronto regarding English publications. I will not even bother about answering said letter, as I know full well did I place an order with said company some fool postmaster would put his nose into the matter and tell that firm that magazines for the Yukon cannot be sent during the winter.

It must sound funny to you when I tell you that I get the Illustrated London News, the London Graphic and even the Canadian Magazine from the Puget Sound News Co., of Seattle, Washington, U.S.A. They have no trouble in forwarding magazines and papers, even if that dear Post Office Department has seen fit to impose a tax specially on papers from the United States.

We of this country have worked hard to get a little relief from the Post Office Department of Canada, but all to no purpose.

In passing, I may mention that the other day a man posted a parcel and a few magazines in Liverpool addressed to Dawson. The postmaster in that place went to the trouble of writing the sender that if he changed the address to Whitehorse, Y.T., the parcel would go forward without any trouble. Just compare the courtesy and businesslike action of that English postmaster with our own officials!

I wish to say that in the future I shall not bother you with any further orders of mine. If I want a magazine sent to any one here I shall order that Canadian publication from Seattle, Washington, U.S.A. You have got Boards of Trade in your various cities, and if you think so little about this matter just pass us up. This thing happens daily in Toronto, Winnipeg, Montreal and other Canadian cities.

Personally, I wish to say that I give it up.

H. L. LANDAHL.

Dawson, Y.T., January 3, 1909.

Indecent Post Cards.

Editor Bookseller and Stationer. I am enclosing a clipping from the Montreal Gazette, which I would like to see you use in The Bookseller and Stationer. It deals with the sale of immoral and vulgar picture post cards, and I feel sure that the trade would appreciate your making it prominent. Many of us feel the competition of unscrupulous dealers in these disreputable cards and anything you can do to help put down the evil would be received with favor.

NEWSDEALER.

Toronto, February 24, 1909.

[Editorial Note: The clipping referred to is republished in this issue of Bookseller and Stationer under the heading, "A Strong Protest Against the Traffic in Indecent Post Cards."]



THESE ARE NOT BOOKSELLERS.

The Prosperous-looking Gentlemen in this Group are Hardware Dealers Assembled in Annual Convention at Hamilton. Our Object in Publishing it is to Show the Booksellers how Other Tradesmen are Getting Ahead of Them.

LESSONS FOR THE BOOKSELLERS FROM THE EXPERIENCE OF THE HARDWARE DEALERS—How a Little Association of 20 Members in 1907 has Grown to 250 Members in 1909—Methods Employed to Arouse Interest—The Big Convention in Hamilton.

Septical booksellers, and their number is unfortunately large, might well meditate upon the experience of their brother merchants, the hardwaremen, when they feel inclined to scoff at the idea of a successful association.

The Ontario Retail Hardware and Stove Dealers' Association was born on April 13, 1906, when twenty hardwaremen met at the Rossin House in Toronto. At an adjourned meeting on May 15 of the same year, 45 attended. On March 28 and 29, 1907, over fifty delegates came to the second annual convention. On February 12 and 13, 1908, at the third annual convention, over 90 registered, while this year's convention on February 9, 10 and 11, at Hamilton, was attended by 175 hardware dealers.

This march of progress has been the result of enthusiastic organization and effective association work. The hardware men have come to a realization of the genuine value and utility of a mutual organization.

When Will the Booksellers Wake Up?

The booksellers have the nucleus of a splendid organization and there is no real reason why a big convention cannot be held this year. True, there has never been a

properly organized meeting yet, but that is no reason why a 1909 meeting cannot be made successful in every particular. If the programme is made up sufficiently early and with attractive features upon it, if a date is selected that will suit the majority, and if every bookseller will forget personal inconvenience for the general good, then 1909 will see a rousing convention.

What the Hardware Men Have Done.

The Hardware Association takes credit, and rightly so, for stopping the introduction by the Post Office Department of the parcels post c.o.d. "Had it not been for the Ontario Retail Hardware Association and its organ, *Hardware and Metal*," says the official report, "it is certain that every postmaster in Canada would to-day be acting as a c.o.d. collections agent for the large mail order houses in Montreal, Toronto, Winnipeg and other cities." This campaign was conducted by the Hardware Association in the interests of every retailer in Canada.

The Association is working to secure the right to form a mutual fire insurance company whereby members will be able to receive rebates on fire insurance premiums.

The Association has issued collection blanks for the use of its members to assist in collecting bad debts. The Secretary reports that 110 members are using the blanks with great success.

The Association has done a great deal of practical work in minimizing the evil of jobbers and manufacturers selling to consumers at trade prices.

Conducting the Convention.

This year's convention was held at the Waldorf Hotel in Hamilton. Exhibits were made by manufacturers. Entertainment was provided by the wholesale houses and three days were spent pleasantly and profitably.

Probably the most useful feature on the programme was the "Question Box."

It was in charge of Fred. C. Lariviere, of Montreal. Questions were written down by the delegates and slipped into a box provided for the purpose as the meeting progressed. At the appointed time on the programme, the box was opened and the problems suggested by the various questions was taken up.

The queries were numerous and covered a wide variety of topics. They gave rise to most interesting and valuable discussions, which must have proved beneficial to all those present. Here are a few of the questions:

"Do you approve of 'tagging' prices when making window displays?"

"Is it not good policy for hardware merchants to take an active interest in movements tending to educate the farmers and help them to make their farms more productive?"

"Could the Association secure data from members as to the cost of doing business in order to help members in figuring their costs properly?"

"Does it pay to keep a retail store open after 7 p.m. on ordinary week days?"

"Is it advisable for a successful retail firm to establish a branch store in an adjoining town or village?"

"What advantage can a retailer secure from his banker? Can a line of credit be arranged covering a year and can bank exchange be overcome? What is the best way to do your banking?"

Some Convention Lessons.

One of the points brought home by the convention was that there was practically no limit to the volume of business which a dealer might do if he studied carefully the wants of his customers and kept his eyes open for all that was new and progressive in his line.

Another lesson was the advantage to be derived from the reduction of stocks. It was not a question of what volume of business a man does during the year, but how many times he can handle his stock. A \$10,000 stock turned over half a dozen times is infinitely preferable to a \$20,000 one turned over three times and the profits are much larger.

Still another point was not to consider the buying price so much in the disposal of goods, but to mark them at what the dealer thought he could get for them. It is not the dealer with the largest store or shelves loaded down with an assortment of all and sundry that makes the most money, but the dealer who can keep things on the go.

Best Work of Association.

The annual convention is after all the centre of any trade organization's life. It is from the convention that all practical work emanates. There dealers come together to discuss trade problems. They get the benefit of the other fellow's experience, which otherwise they would never obtain and they go away with their eyes opened to many facts that they had never noticed before. If there

is work to be done, abuses to be remedied or ends to be gained, the motive power and the direction come from the convention.

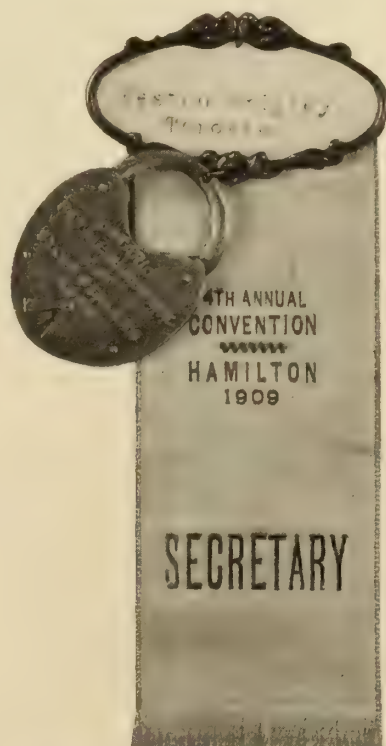
MAGAZINE NOTES.

In Putnam's Magazine for March, Elliott Flower takes first place with an admirable illustrated article on "Gary: The Magic City." Attention is, of course, bestowed on Lincoln, three contributions dealing with "Recollections of Lincoln," "A Medallie History of Lincoln," and "Abraham Lincoln in 1854." "A Trip on a Great Lakes Freighter" will be found of interest to Canadians, while the ever-entertaining "Lounger" has much to say of books, authors and actors.

The work of Charles H. Shannon and Joaquin Sorolla form the main features of the March issue of the International Studio. Three of Shannon's paintings, "The Mermaid," "The Modeller" and "The Cup of Tea" are reproduced as inserts and the sketch of him by C. Lewis Hind is accompanied by thirteen other illustrations of his work. Sorolla is treated by Christian Brinton, eleven illustrations being given. One of the prettiest inserts is by Mary Williams, being a painting of a little girl. Dealers will find these inserts suitable for framing and should push the sale of the Studio on that ground.

The first number of the Eugenics Review is to appear in April. It will be published at 6 York Buildings, Adelphi, London, and will deal with heredity, selection, marriage customs and laws, the care of defectives and criminals, and the hereditary transmission of disease.

The April Scribner will contain among other notable contributions, "Fifteen Hundred Miles down the Saskatchewan," by Agnes C. Laut, being the story of a canoe voyage. In the series of articles on "England and the English from an American Point of View," the subject in April will be "An English Country Town." Professor Laughlin will write on "The Valuation of Railways."



A Much Admired and Much Coveted Convention Badge worn by all the Delegates.

THE PREPARATION OF RETAIL ADVERTISING COPY

---Writing Copy---The Choice of Types---Regarding Layouts---Suggestions for Display---Catch Lines---The Relative Importance of the Signature
---Value of Effective Illustrative Matter---By WILLIAM G. COLGATE.

"This is about the worst job I have to do during the whole week," is what a bookseller and stationer remarked when a proof of his advertisement was presented to him for his O.K. When asked to explain, he said that writing advertising copy was a difficult subject for him to master. He didn't know just exactly how to go about

Valentines

are now to the fore. We show a collection of the most unique and attractive designs and styles we have ever placed before you, and prices as usual are most reasonable--5c, 10c, 15c and up to the more extravagant sorts. Postal Cards, Folders, Embossed designs, Cupid's Hearts, Sachets and combs.

On the book tables are many books specially put up as to subject matter, binding and general get up, most suitable as remembrances for this occasion.

THOMSON
STATIONERY Co.

626 HASTINGS ST. PHONE 3224

Ineffective Arrangement of Composition, Giving Ad. a "Heavy" Effect.

it, and as a consequence, he was at a disadvantage when it came to trying to sell his goods on paper. Serving a customer in the store and selling him an article was easy by comparison. But to put the same selling talk into type was for him an impossible accomplishment. That's about the way he expressed it.

Give ninety-nine people out of a hundred a clean sheet of paper and a pencil and they will immediately begin to write. With the hundredth person it's different. He will stop. He will think. And when he writes it will be something worth recording. That's it. Think! And when you have coherently arranged in your mind just exactly what you want to say in a style nearly as possible resembling what you would say to a customer in selling goods, you'll get good advertising.

Earnest and Simple Copy.

Did you notice a good piece of advertising copy? It read so earnestly and so simply that you were unconsciously impressed by the statements that it conveyed that you forgot all about its form and appearance and thought only of the arguments it presented. A good ad. should be like a well-dressed successful salesman—capable of leaving an agreeable impression by its pleasing form and the suggestions it seeks to convey.

When you can get a reader so interested in your argument that the medium is forgotten you will attain the maximum of results from your copy. It is not hard to do either. Be natural in your paper sales-talk as you are in your store. Don't imitate. Be yourself. Put your own thoughts, your own ideas and your own personality

into your copy-writing. One of the biggest shirt dealers in Chicago, Tom Murray, has built up an immense trade almost solely by advertising because of the individuality he put into it.

When he first went into business he had the chance of imitating the advertising methods of successful shirt makers. But he didn't. That's one great reason why Tom Murray's shirts have the call in Chicago, and in fact, in any place where the name of Tom Murray is known.

Give your advertising individuality, originality and simplicity. Don't try to be literary or strive for effect. Just use the selfsame plain commonsense arguments that you would offer to a customer in the store and put them in a plain way.

It's because many dealers are too self conscious of their grammar and labor for polished sentences and rounded periods that so much advertising is painfully puerile, or at most only partially successful.

Selection of Type Faces.

The proper selection of type faces has a great deal to do with the effectiveness of an ad. Worn, out-of-date type and careless arrangement are responsible for much negative advertising. Bad ink, faulty punctuation, and mis-spelled words in display lines are errors that spoil many an otherwise effective announcement.

In the laying out of an ad. it is a good plan to specify if possible the kind of type you want used. If the advertiser is not acquainted with type nomenclature he can clip from the pages of the paper in which his ad. is to appear an ad. containing the type which he prefers. A

Have You a Girl?

Remember the 14th February and
send her a Valentine.

We have a very choice selection
to choose from.

T H E
B O O K
S H O P

**G. S. Forsyth
& Company**
Cor. Homer and
Hastings Streets

A Striking and Well Displayed Valentine Ad., with Catchy Headline.

layout should accompany all advertising copy. It does not take up much time to arrange your ad. properly to suit yourself and it saves the printer's time, as he will know exactly what the advertiser wants. It will also save your time, as there will be less corrections required when the proof is submitted for O.K.



The Layout.

Our Best Friends

are good books. Like our companionships, they help to form our character, and we should be careful in their selection. You will find any of the following works instructive or entertaining. They all go at one price. Come early for choice.

TALE OF TWO CITIES—Dickens
LES MISERABLES—Hugo
SELF-RELIANCE—Emerson
TOM SAWYER—Twain
THE CRISIS—Churchill
SOPHIA—Weyman

25c

The price, as you recognize, is no indication of their worth. Drop in and look them over. No obligation to buy.

At the Bookshop

Main Street

Centreville

The Advertisement.

No advertisement requires the use of more than three different type faces. The best effects can be obtained by the use of one series for display. The catchline, the name of the goods, and the signature should be set in display.

Striking Catchlines.

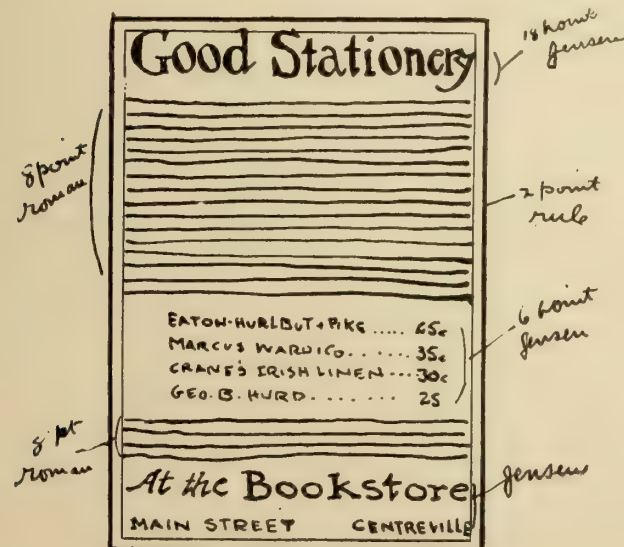
Catchlines should be as striking and as attention-compelling as it is possible to arrange them. Avoid the stereotyped. A common expression or a happy phrase may sometimes be used with effect, although slang is to be shunned. Try to say something that will invite the reader's further attention after it catches his eye. The exercise of careful judgment and observation will soon teach the advertiser what will best serve his purpose in that respect.

A great number of advertisers make the mistake of having the signature almost the largest display line in the ad. While it is a good idea to give due prominence to the firm name, yet it does not do to have the signature overshadow by contrast the goods you are trying to sell. Rogers, Peet & Co., who are probably one of the best known retail firms in New York, and whose advertising

is quoted by experts as exemplary, use a signature that is usually set in the capitals of the body matter—not larger than the type that is used in the reading matter of the average country weekly. This gives their ads. a neat well-balanced effect and is apt to favorably impress the customer. It is also inclined to give him the idea you are trying to sell him merchandise and not the firm's name.

The use of illustrations in an ad. is commendable. There is nothing that will suggest better the merits of goods or emphasize their appearance more attractively than the use of effective illustrations.

The celebration of the birthday of that patron saint of lovers, St. Valentine, gave the bookseller and stationer a welcome relief from the after-holiday quietness. Some very good examples of Valentine advertising have been received, of which the claim to unusual distinction may be awarded to G. S. Forsyth & Co., Vancouver! This ad. has a strikingly appropriate catchline and is a reminder to the person who is apt to forget or overlook these important events. It is also well arranged typographically. The Thomson Stationery Co.'s ad. would have appeared to better advantage if the headline had been set in stronger type.



The Layout.

Good Stationery—

is an absolute social essential. It is the poorest kind of policy to buy an inferior grade of stationery when prices for the better grades are so reasonable. You don't want to buy cheap stationery any more than you want to wear cheap clothes. We can strongly recommend the following:

Eaton-Hurlbut & Pike - per box 25c
Marcus Ward & Co. - " " 35c
Crane's Irish Linen - " " 30c
Geo. B. Hurd & Co. - " " 25c

These are all reliable brands—absolutely dependable and always in good taste.

At the Bookstore

Main Street

Centreville

The Advertisement.



Interior of F. H. Chapple's Store, Galt.

MAKING A SUCCESS OF AN EXCLUSIVE BUSINESS--- How a Galt Bookseller, by Adhering Strictly to Regular Lines has Built up a Fine Trade Some Methods of Advertising and Book- keeping which Have Proved Effective---How to Sell Wall Paper.

The world loves a man who is an enthusiast at his calling, who believes in it, takes pride in it and is ever ready to uphold it by fair dealing and honest values.

Such men adorn the vocation which claims their sympathies and enlists their energies. They maintain the best traditions and the highest regard for a business that is as old as it is honored, and honored as it is old, and that business is the one of selling books.

In Ontario there are a few men who rigidly believe that a bookseller is what the name implies—not the dispenser of a few volumes of cheap literature along with a large amount of tinware, crockery, glassware, toys and fancy goods, which establishment is often interpreted to-day as a "bookstore," when in reality it is a variety store or fancy fair.

Books and Stationery Only.

"Yes," I adhere strictly to books and stationery," said F. H. Chapple, of Galt, Ont., "and I endeavor to cater to the better class of trade. We never advertise anything as cheap, or hold bargain sales. We give honest value, dollar for dollar, and our customers know what to expect."

Mr. Chapple is a young man, but he has absorbed progressive ideas about things. He started in as messenger boy in the store of J. H. Fisher, M.P.P., Paris, and spent several years at the stationery and book business in that town. Then he went to the west and for a couple of years was engaged in the big retail establishment of the Thompson Stationery Company, Vancouver. Three years and a half ago he came to Galt, bought a sporting goods stock, which he soon cleared out, and then began the book business in earnest, deciding to give Galt an up-to-date, representative store and stock; and he has succeeded. To-day he carries a \$12,000 stock. The

depth of his store is about 80 feet and the width 16 feet. The proprietor is sadly pressed for more room, but he makes the best disposition of what he has. He keeps his stacks of books on the right and all stationery, art and leather goods on the left.

How He Advertises..

Mr. Chapple has several effective methods of retaining trade. He never sells a package of envelopes or a quire of note paper without enclosing in the parcel a neat little blotting sheet, artistically printed and bearing the modest announcement of his business. On the better class of envelopes he has embossed in neat letters on the flap, "Chapple's Book Store." He also has various special lines of pencils made with the same sign showing upon them. On all writing tablets he has his name in bold print on the cover, and even on the front of heavy blank books a gilt circular sign bears the legend that Chapple handles office supplies of every kind.

He is a firm believer in advertising and has space in both the local papers—occupying about a six-inch single column space. He changes the reading matter in his ads. at least three times a week, and at the Christmas season, and when the wall paper business is at its height he doubles the number of inches ordinarily used. He also makes use of locals to a certain extent and finds them a good auxiliary.

Tags, Goods in Window.

At the right of the store is a neat glass case filled with picture post cards, which are changed frequently. The window itself is admirably arranged, special attention being devoted to its trimming. Mr. Chapple very often puts prices on the articles displayed. He is a firm believer in the arresting power of plain figures and their efficacy to get rid of accumulated stock.

Postage Stamps and Magazines.

The proprietor handles and sells postage stamps and also magazines and newspapers, which are kept in the back of the store.

"Why do you have current reading matter back so far?" was asked.

"Why, that is easily understood," replied Mr. Chapple, "and has proved a good plan. It draws people to the rear of the store and in passing in and out nearly the full depth of the shop they get a good survey of everything we have, and often buy something before leaving, which they probably did not think they wanted when entering. Great is the power of suggestiveness and arousing of attention and interest. I never consider it a nuisance to sell stamps or newspapers. It brings people here and the more persons who enter the store, naturally the bigger trade. Do you know that our cash register has shown on one single day a record of 740 sales? True, the majority of them were small, but so long as you keep your stock moving you are going ahead. We do not deliver any Toronto daily papers. Formerly we did, but we abolished the practice some time ago. We keep open until 8.30 each evening and sell the evening papers of Hamilton and Toronto."

Printing and Office Supplies.

The proprietor gets in close touch not only with office stationery supplies, but office furniture. He sells the office chairs of the Krug Company, of Stratford, and the desks, sectional book cases, etc., of the Globe-Warwick Company of the same city. In addition he takes orders for printing envelopes, ladies' visiting cards and offers a wide selection of type. Neat folders are sent to the women of Galt and a large number of favorable replies flow in. Mr. Chapple gets the work done outside and the price is very reasonable—fifty cards for 45 cents in any desired style of letter. He also carries a representative line of sporting goods—mostly Spalding's—and outfitted the Galt Golf Club last season, being the only man to handle such supplies.

How to Sell Wall Paper.

Wall paper is handled profitably, so that few remnants are left on hand. It is a department which requires watching.

"We put," continued Mr. Chapple, "a separate slip in the cash register every time we make a wall paper sale. These slips are handed each day to the bookkeeper, who enters them up in a special book. Thus we know how much wall paper we dispose of every week, month or season, and the exact profit we have made in this branch of the business. We also know how many rolls of each kind we have still on hand. The remnants are kept on different shelves from the regular stock, but are not marked remnants. We sell these rolls to persons who may be looking after cheap paper. Of course, it would not do to tell a farmer, for instance, who requires only a few rolls of common paper, that he was buying a remnant; otherwise, he would not want the paper at all, perhaps, as most remnants are of last year's pattern. Our wall paper trade is satisfactory and the amount of money depends entirely upon the way one handles the stock, his selling system, etc. We also have the names of several good paper-hangers whom we can recommend. This is a great convenience, especially to a stranger coming to reside here. She naturally says, 'I had better go to the painter for my wall paper and he will hang it for me. If I go to a bookstore to buy I do not know where I can get a workman.'

"I overcome this objection," went on Mr. Chapple, "by advertising in the papers that we will send good

men to do work for any customers. The latter, of course, bear the expense, as we do not employ paper-hangers ourselves."

The Best Selling Books.

The latest copyright fiction sells well in Galt at Christmas time, Mr. Chapple disposing of about 300 volumes during the last holiday season. At other times there is not much demand for it. The best selling books during the whole year are standard novels, cloth-bound ones which retail at 25 cents per copy. Paper-covered editions of well-known fiction at 15 and 25 cents are also good selling lines. Mr. Chapple has his book shelves and tables nicely arranged. Neatness, order and attractiveness are evidenced on all sides, and the reader or probable purchaser may wander about at his leisure examining the different volumes and, when a selection is made, he will be promptly waited on by one of the clerks. No person is importuned to buy. Presentation books, of which a large line is kept, the works of the poets, and the latest fiction are displayed in sectional bookcases. Boys' books are kept separately, and also girls' books. There are several tables on which other volumes are conveniently displayed. Prayer and hymn



F. H. CHAPPLE.

books are also kept in a sectional bookcase, and all Bibles repose in paste-board boxes.

Collection of Accounts.

Nearly all the business, except that done with manufacturing firms, offices and factories, is cash. There is no cutting in the price of school books in Galt, and all goods of that character are cash on the spot. Mr. Chapple has an exceptionally energetic lady clerk on his staff of six employes, who, when he complained one day that certain citizens paid no attention to bills sent them time and again through the post office, replied, "I will collect those accounts for you," and at it she went. She took some 34 bills and in a few days had gathered in about \$125 in cash, the most of which would otherwise not have been available.

Many other features in connection with his business might be told. Mr. Chapple has one of the largest book businesses in Ontario to-day and he attributes his success to a few well-defined rules which he has followed.

NEW WATERMAN FACTORY AT ST. LAMBERT OPENED—Large Party of Montreal People Visit the Plant on Lincoln's Birthday—Everything Seen in Full Operation—Visitors from New York.

Sanitary Surroundings.

The Watermans have learned that good business principle that employes are more or less the victims of their environment. They expert every man and woman to be a part of the grand scheme, and to put forth healthy efforts, consequently they have given them healthy, sanitary surroundings.

On February 12, 1909, a large party of Montreal business men and women, and newspaper representatives, left the city at noon for St. Lambert, to be present at the opening of the L. E. Waterman Company, Limited, factory at that town. The weather was bright, sunny, not too cold nor too warm, but nicely seasonable. The Waterman hospitality commenced at the Bonaventure station, where a representative of the company distributed railway tickets to the guests. At the other end of the trip rigs were at the station to convey the visitors to the factory. These, however, were not largely patronized, as many preferred to enjoy the short walk.

The factory is not like other factories, for the simple reason that it is better than most manufacturing in-

As the interior of each flat presents itself for inspection, the vista is not unlike the ward of a modern hospital, minus the beds, and suffering. The same splendid light, cheerfulness and cleanliness is there. The ceilings are high, and a clean grey in color. There are no walls, unless occasional square pillars supporting the floor above may be called walls. Windows high, wide and spacious, take their place. As long as a needle can be threaded out of doors, by natural light, the same can be done in the Waterman factory. The machinery which performs each exquisite duty, in the evolution of a fountain pen, is not that of to-day or yesterday, it is almost of tomorrow, so up-to-date is it. On the day of the visit the



[A Sleigh Load of Visitors to the New Waterman Factory.

stitutions. Here are some salient facts concerning it. It is the first of its kind in Canada, and is built entirely of re-inforced concrete. It is 85 feet wide by 150 feet deep, and has three storeys, and basement, with 25,000 square feet of floor space. The building is absolutely fireproof throughout, and the method of construction prevents any vibration from action of the machinery.

The ceilings are high, affording excellent ventilation, and natural light even in the most remote corners. The power is electrical, and is generated on the premises, and is of 100 horse-power, with 100 h.p. additional provided for. The engines installed are Belliss & Morcom, Birmingham, make, and of their latest type. The boilers are fitted with Parsons improved blower system. The exhaust steam from the engines heats the entire building. The working force capacity is 100 employes. Fireproof vaults are built on each floor. The sign on the roof is of exceptional size, being 140 feet long, and the trade mark 22 feet high, with letters 7 feet high. It may be seen for 10 miles up the St. Lawrence river.

employes were at their benches, as usual, each performing his or her part of the process which results in the finished product. The members of the Montreal and New York staffs were there, to explain these various processes, to the visitors.

The Waterman ink is made in enormous vats from our own special formulas. In the basement of our new factory there is storage room for ten carloads or 5,000 gross bottles.

Hospitality.

After the guests had finished the inspection of the premises they were invited to the third floor, where more Waterman hospitality was in evidence, in the way of a lunch. Things liquid and solid were available, and the third floor became a popular part of the building. The smoking restrictions of the building were suspended for the day, so those who enjoy a smoke were not forced to relinquish the pleasure of a good cigar or cigarette, which abounded throughout the building in ample quantities. The date, the 12th of February, was a particularly appropriate one, as it was the 100th anniversary

of the birth of Abraham Lincoln, and the 25th anniversary of the granting of the first American patent to L. E. Waterman on a fountain pen. Both of these eminent Americans were emancipators, the former of the negro from slavery, the latter of the white man from the ink pot.

Guests From New York.

The following ladies and gentlemen from the United States were the guests of the Canadian company. They left New York by private car Thursday evening, arriving in St. Lambert Friday morning, the 12th, and left for New York the same night: F. D. Waterman and Mrs. Waterman, L. E. Waterman, W. I. Ferris and Mrs. Ferris, W. H. Bridgman and Mrs. Bridgman, F. S. Waterman, F. P. Seymour, M. O'Connell, W. H. Kernan, A. J. Tully and Mrs. Tully, R. C. Liddell, E. T. Howard, W. A. R. Nisbet, Thos. Adams, Geo. Warner, Mrs. Crosher, Miss De Witt, Miss Bonhag, Miss Wiggins, New York City; H. V. Terhune and Mrs. Terhune, J. C. Thorburn and Mrs. Thorburn, W. E. Smith, Jersey City; Walter Randall, Seymour, Conn.

NEWS OF THE TRADE IN MONTREAL Business a Little Dull—Trouble from Sneak Thieves —Death of Henry Morton—Some Personal Notes.

Montreal, March 9.—At this time of the year, business is generally a little dull but in this respect the Montreal booksellers and stationers seem to be singularly fortunate, as trade has been remarkably good. Most of the dealers have been running special sales, to clear out surplus stock, and make room for spring goods.

Sneak Thieves.

Booksellers here have been suffering from a pest of sneak thieves. One dealer in particular stated that he had been a victim, and perhaps what is the most exasperating feature of this evil, is the fact that in a large majority of the cases, books are stolen from sets. In one case the box containing a set was opened, and it was found that one book was missing, and the remainder were left in the hope of catching the culprit, but despite the efforts of the entire staff, books continued to go. It is rather a strange phase of the situation to notice the strong predilection these people have for books belonging to sets. Each year, however, magazine and post card thieves get in their work, too. In discussing the matter with several of the dealers, they expressed the opinion, that strict instructions to the clerks to insist on wrapping everything that went out, was the only way to check this abuse. It is rather a delicate matter to stop a person, and ask them how they came in possession of a book that they may be carrying. In many cases the clerk may have his or her suspicions, but it is impossible to do anything for the fear of making a mistake. A suggestion which is a good one, and which would obviate the difficulty in a large degree, is to have a large card facing the door, requesting the customers to have their parcels wrapped, and stating plainly the reasons why.

There are, however, that class, who confine their attentions to the small books, and post cards left, which even these precautions would fail to cover. Only the strictest scrutiny is available in their case.

Personal Notes.

F. E. Phelan, St. Catherine St., contemplates some changes in the internal arrangement of his store. These changes are necessary owing to increasing size of stock.

A prominent bookseller of the city told a representative of the Bookseller and Stationer, that he was deeply grateful to the paper for a suggestion regarding a method of checking his subscription people. He stated he had installed the system, and it worked admirably.

The "Tag End" sale at E. M. Renouf's, St. Catherine St., has been very successful. Many lines have been cleared out, to make room for new goods arriving.

A large number of personal friends of A. H. Ward, of Ward & Co., 13 St. John St., gathered together recently to tender him a farewell supper. W. Wicks was toastmaster. The toast list was somewhat lengthy, and some good speeches were made. The boys were kept in good spirits throughout the evening.

A. L. Malins, representing Thos. Nelson & Sons, London, has been visiting the trade.

F. W. Whitlock has been in town in the interests of John Walker & Co., London.

Scroggie's Book Department is showing some specially fine lines of stationery, also a library fitted up with Wernicke bookcases.

Hector Prenter, of Thos. De La Rue & Co., London, and other British stationery houses, is in town.

John Morgan, of Raphael, Tuck & Sons, Toronto, has been spending a few days in town.

Death of Henry Morton.

The death took place in the Montreal General Hospital at 2.30 a.m. Monday, March 8, of Henry Morton, who, for many years, was a member of the firm of Morton, Phillips & Co., stationers. Mr. Morton would have been 81 on March 26 had he lived until then. He was born in London on that day in 1828. Mr. Morton came to Montreal with his parents in 1832, and has resided here ever since. He learned the printing and stationery business with the late Mr. E. C. Tuttle, and when still quite young, went to the late Mr. Robert Graham, becoming his foreman, and subsequently manager of the business. In 1869 he became associated with the late Mr. Bulmer and C. S. J. Phillips, under the firm name of Morton, Phillips & Bulmer, they having bought out the stationery business of Mr. Graham. Mr. Bulmer left the firm many years ago. Mr. Morton retired from active business in 1899, though still retaining a financial interest in it. The firm name will remain as it has been for a number of years—Morton, Phillips & Company.

C. A. Ross, of the Cambridge Corporation, recently returned from a business trip to Winnipeg.

F. E. Grafton is taking subscriptions for the new "Studio Year Book of Decorative Art for 1909."

Post cards are going fairly well, especially Carnival cards, which have been in good demand. Local view cards are most popular.

NEW FACTORY FOR COPP, CLARK.

There have been various reports relative to a proposed new factory for the Copp, Clark Co., Limited. The contractors are now bidding on the specifications for this new factory, which will be erected on Wellington Street West. It is expected that building operations will commence just as soon as weather conditions will permit. The present factory on Colborne Street has been felt, for some time past, to be inadequate to their growing needs. This surely is another improved condition that should instill that spirit of optimism in our outlook for 1909 business in the bookselling and stationery trade.

Editorial Chronicle and Comment

OUR GRIEVANCE COLUMN.

In this issue we publish several letters airing grievances, experienced by members of the trade. This is just the place to make these grievances public. It is one of the functions of this paper to open its columns to its readers for the expression of their personal opinions on all matters pertaining to the trade.

Many of the difficulties experienced by the trade can only be remedied by united action. The woes of the individual are ignored, whereas the complaints of an organized trade are listened to with respect and are usually remedied.

There is a trade organization in Canada, but its vitality is weak, simply because of a lack of support. When every member of the trade comes to its support, its day of genuine usefulness will begin. Cannot the individual merge his interests with the corporate body?

BOOK STORES ARE ESSENTIAL.

The Bookseller and Stationer is heart and soul in the movement for the maintenance of the book store as a beneficial public institution. We are becoming more and more convinced that the selling of books to the people in properly constituted book stores is one of the most laudable and meritorious employments that any man can undertake.

There are two or three facts which will have to be impressed on those who have the welfare of our country at heart. One is that a nation which is being fed on the kind of literature provided by newspapers and magazines is going to lose power of concentration and stability of purpose.

Another is that borrowed books can never have the same influence on the people as books purchased and owned by the individual.

A third is that our school teachers must realize the importance of instructing the young in the value of books and inculcating a reverence for them.

These facts admit of much elaboration and we purpose devising means to bring them to the attention of the public.

WHAT THE BOOKSELLER CAN DO

There is aggressive work which the bookseller can do and ought to do. He has a strong case, possibly stronger than he thinks, and, if it is put in the proper light before the proper people, he should win out.

The root of the whole matter rests in the public schools. The generation which is passing through our schools at the present day can make or mar our book stores a few years from now.

The question is, will the school children of to-day become booklovers and bookbuyers or will they evolve

into newspaper and magazine readers and borrowers of novels from public libraries? It is a serious question, not only for the bookseller, but for the country itself.

Instruction in our public schools must be such as to lead the child into the right path. There has not been enough of it in the past and unfortunately this reprehensible scheme of giving or lending the children free textbooks is going to make it worse in the future.

The booksellers must labor to get the trustees to see the wisdom of fostering a love of books and reading among the pupils in the public schools. It will prove the most valuable part of elementary education.

LET THE PRESS HELP.

If the press has a proper conception of its functions, it will join in and help the movement. No force nowadays is more powerful. True, the idea is to reduce the amount of newspaper-reading. But that does not mean that newspapers are to be tabooed. Far from it. Newspapers are essential to our modern civilization. It is simply a case of too much newspaper.

We firmly believe that local newspaper publishers would welcome the booksellers and would give them a friendly hearing. They stand to benefit quite as much as the booksellers, for upon the welfare of the booksellers as a part of the local mercantile fabric, depends their own welfare.

The movement to encourage the love of books is a sound and philanthropic one. The press will support it or we are greatly mistaken. No political corns will be trodden upon. No interests will be sacrificed. The whole project is laudable.

If the editor of the local paper is at a loss to know how to handle the subject, it should not be a difficult matter for the bookseller to prime him. The Bookseller and Stationer is always ready to give information which will assist in this campaign. There is really a vast array of telling arguments.

A PROFESSOR ARGUES.

The foregoing has been suggested by Professor Hugo Munsterberg's excellent article on the Book Trade in the current issue of the Atlantic Monthly. The Professor contrasts America and Germany. In the former he sees the book store decadent. In the latter the book store flourishes as a great national asset. He first points out the influence which books and reading are having on the Germans, simply as a result of the fostering of the book trade.

Then he asks why it is that there is such a difference between America and Germany. He finds that the book trade in Germany is so well protected that it is possible for even the small stores in the small towns to succeed.

There is in fact a combination of interests, which would be illegal on this side of the Atlantic, but the results have proved the beneficence of the restrictions. In America the trade is lamentably cut up, with the result that book selling is fast becoming a dying trade.

OUR FREE COPY DEPARTMENT.

As subscribers who have written to Bookseller and Stationer's Copy Department asking for help have in many cases omitted to send particulars regarding the nature of the service required from this department, the following suggestions are offered as a guide:

(1) When writing to the Copy Department, subscribers should be as explicit as possible. (2) State what medium or mediums of publicity you are using at present. (3) Define the character of your advertising. (4) Forward examples of ads you have been using and give results received therefrom.

This knowledge, of course, is largely general in its scope, and it naturally follows that the more exact the information with which you supply us, the greater the aid we will be enabled to render you.

We keep no advertising copy in stock. All advertising sent out is fresh and original and is designed chiefly to meet existing conditions peculiar to the subscriber's own locality.

AN AD'S PULLING POWER.

It is very often a difficult matter to predict of an ad that it will promote good business. Instances go to show that ads. which were generally thought to be very attractive to the eye and enlightening to the mind have fallen short in the matter of influence. On the other hand, there have been many notable examples of publicity work which though unlikely looking, have brought results.

The pulling power was there. The ads. probably did not accord entirely with traditions, so far as style or make-up were concerned, but it goes without saying that the business germ within them was neither smothered by obscurity, nor bewildered by environment. It had a free hand. This brings home the thought, so often expressed that it is better to have one, well understood, forcefully presented idea in an ad, than a mass in which one has every opportunity to handicap the other, and possibly, the collective or individual impression will be far from satisfactory.

OUR INTERVIEWS.

Those who are inclined to turn over the page when they come across what they believe to be a "write-up" of such and such a stationer's business are doing themselves and us a wrong. We do not publish "write-ups." The interview with F. H. Chapple, of Galt, in this issue is not a "write-up" of Mr. Chapple's business. It is not going

to be read by any of Mr. Chapple's customers or any of his probable customers.

We are going to considerable expense each month in sending out an expert interviewer. He visits a bookseller, not with the object of giving that bookseller a puff, but of securing from him ideas about how he conducts his business—ideas, which will be helpful to all our readers. These interviews are really a clearing-house of ideas.

We venture to say that any dealer who has read over the various interviews which have appeared during the past six months, without receiving instruction and help therefrom, is a rarity and an outsider from the general run of booksellers.

Therefore, readers, for your own good do not pass these interviews by, but give a few minutes of your time to a careful perusal of each interview. We feel sure it will amply repay you.

POST CARD TRADE.

William Fritzsche, of Saxony, who has recently made a tour of Canada, stated to a Bookseller and Stationer representative in Montreal, that the exports of German post cards had fallen off very considerably in the last year. He explained that he did not think that the sale of them had fallen off generally over the world, but that countries to which Germany had been exporting were now making their own cards. The foreign demand for German post cards amounted to 500,000,000 for the year just ended. These figures show a diminution of 160,000,000. The character of the cards exported has also changed somewhat. In the past all sorts of subjects have been treated, but now, view cards are most in demand. Mr. Fritzsche is of the opinion, that this particular kind of a card will always remain popular. The largest number of cards are sent to the United States, with England a close second. Canada, Australia and India are also good customers. Perhaps the particular card which has built up Germany's foreign trade most largely, is the sepia-toned local view card. In this particular branch of the industry, she has excelled.

THE PERSUASIVE POWER OF WOMAN.

F. H. Chapple, of Galt, has discovered a better way of collecting accounts than by putting them into the hands of a collecting agency. Not long ago he sent out 34 accounts, aggregating \$125. Again and again he dunned the delinquents through the mails but without success. Not one cent could he collect. Then one day a bright young lady in his employ suggested that he should send her out to look up the various people. He did so and was delighted with the result. By her persuasive ways, the young lady was able to collect the whole amount, the last to come in being a payment of ten cents. Isn't there a useful suggestion in this for other booksellers who are likewise afflicted?

A STRONG PROTEST AGAINST THE TRAFFIC IN INDECENT Picture Post Cards—Writer Advocates the Confiscation of all Cards Tending Towards the Suggestive and Vulgar—How These Cards Come into the Country—Bad for the People and the Legitimate Trade.

At the request of a correspondent, Bookseller and Stationer gives space to a letter which recently appeared in a Canadian daily newspaper, in which the writer appeals for a stricter enforcement of the law in the matter of the sale of indecent picture post cards.

So far as the trade is concerned, the sale of these cards must be condemned absolutely and that for many reasons. Apart from the illegality of the traffic and the dealer's personal responsibility to society, there is the cold business reason that it doesn't pay in the long run.

Consider the history of the manufacturers of post cards. Which are the houses that have survived the test of time? Investigation will show that they are the firms which have adhered to a standard of worth in their product.

The same thing has been and will be true of the retailer. Permanence can only be secured by selling only the best. Prosperity derived from any other source can only be temporary.

The Letter Itself.

"At no stage of our existence has there been such a great need for crusades and other stringent steps to be taken as at the present time, against the many debased and objectionable things that seem to spring up and go on from bad to worse, seemingly with but little protest being made against them, till finally they become fixed and recognized institutions amongst the people. The evil that is being done by such means to the youths and others cannot be estimated and does not seem to be taken into consideration. This work seems to go on for no other purpose than to fill the pockets of those people who are engaged in producing and placing before the public that which defiles the morals of the people. Amongst some of the things which might be mentioned and which seem to be going beyond all bounds of decency are various classes of publications, viz., novels, post cards, the theatre in its various varieties, and the moving picture shows. Then we have the penny-in-the-slot arcade, which is now becoming firmly established over the country, and showing pictures that are simply demoralizing to the youths. Of all the above-mentioned, I do not think there is any one that is having such a bad influence and doing so much to demoralize both young and old as the post card, which seems to have become a means of introducing vulgarity into the homes of many classes. With the great increase they have made in the direction of suggestiveness and vulgarity, these post cards cannot but be a great means to aid in opening up the gates of rudeness between the sexes and of destroying any refined sentiment that may exist among them.

Cards Easily Obtained.

"These cards are easily obtained by the masses, and have become universal in their distribution. The milder forms of them can be purchased in the best stores in all countries; they are found in the possession of the youths, who often have their pockets literally filled with them. They are also sent in great numbers through the post offices. It has also become a custom amongst some men to exhibit cards of the most obscene nature, ap-

parently as a form of amusement, one trying to outdo the other in the extent of vulgarity. The worst class of these cards are, no doubt, smuggled into the country from the continent, and sold secretly. Now, the cause of the great increase of the vulgarity that has been connected with the post cards now so largely circulated and sold openly through so many channels, can only be placed to the liberty allowed in their circulation. Vulgarity has crept in under false pretence. The original idea of the post card was that of information and education, but we have drifted far away from this, and veered to things of vulgar hues, for the sake of profit.

Sold Everywhere.

"On my last visit to England I was surprised to see the extent to which such vulgarity was carried through the medium of the post card. At the exhibition at Edinburgh, you could see cards displayed in windows gotten up as souvenirs of the exhibition, depicting girls and men who had visited there, all bordering on lines of something suggestive and rude amongst them. At watering places the same thing could also be seen. They all seem to be infested in the same way, Blackpool perhaps more than other places. The channels they were sold through were too numerous to mention, as besides the many shops there were numbers of people peddling them on the streets, and many drawing visitors' attention to the more obscene ones that they had concealed in their clothes. You will see people exhibiting cards that have come through the post, which prove that the postal authorities are very lax in their duty. It is now a great question as to where these very obscene cards that are being sold on the sly came from.

From Paris.

"I think this question could be easily solved by any one who happened to visit the continental cities, especially Paris, where you will find numbers of men canvassing all tourists who arrive there, with a view of supplying them with these cards, which they represent as being souvenirs. I do not think there are many who go to Paris who leave there without a supply of cards of some sort, and as there seems to be no restriction regarding the sale of them, and as even those that are on the height of vulgarity can be purchased in some of the very best stores, it is very easy for anyone to obtain them. I received a surprise when in Paris on going into a store and asking to be shown some comic post cards. The woman who was in attendance could speak a little English, and on my request to see some post cards, she produced a package of cards of a most obscene nature. She seemed very surprised when I told her I thought they were very shocking, and her answer was, "No, no; English and American ladies come here and ask for cards more shocking than these."

"What may account for the large circulation of this class of card in England is the fact that there are numbers of men engaged in smuggling them across the Channel, and selling them privately, and as to the milder and sundry form of these cards that are also gotten up on

lines of suggestiveness and rudeness and are sold openly the fact cannot be disguised that owing to the great demand and the large profit made from them that they are now being reproduced by publishers in England and America.

"There are laws in England and America against the sale of obscene and vulgar cards and other publications, and it could be safely said that there should be fifty per cent. of the post cards that now are being displayed openly for sale confiscated besides the ones that are sold privately. The following is the law that exists in Canada, but, as in other countries, it has not been enforced :

" 'Every one is guilty of an indictable offence and liable to two years' imprisonment who knowingly, without lawful justification or excuse, publicly sells or exposes for sale, or to public view, any obscene book, or other printed or written matter, or any picture, photograph, model, or other object, tending to corrupt morals.' "

"Now, I think the time is ripe when the authorities should take this matter up everywhere and confiscate all cards tending towards anything suggestive or vulgar, or that have any tendency to lower the morals of the people. Such steps are greatly needed to be taken at the present time."

ALLURING FEATURES OF THE PHONOGRAPH Business—A Sale of a Phonograph Leads to Frequent Sales of Records—Helps the Manufacturer Offers.

"This is just the kind of business I like to handle," said a dealer as he closed the door of his store on a departing customer. "I sold that woman a \$25 phonograph last fall, and now not a week passes without her coming in and buying two or three records. You see, the family simply have to get something fresh every week. The old pieces serve their turn and are laid aside. That's just where my profit comes in—selling the records.

"Of course, I make something on every machine I sell and I'm on the lookout for new customers every day. But selling the machine is merely a means to an end. It's the record business that counts and the more people I can induce to buy machines, why the bigger the traffic in records."

Manufacturers and Retailers.

The dealer's remarks need no explanation or elaboration. They are the experience of a good many retailers who have taken the local agency for manufacturers of phonographs and records. In this business the manufacturer is right behind the retailer. In fact, the former has come to a complete realization that the only feasible way to cover the country is by means of the retailers. If it were merely a case of selling machines, then, doubtless, traveling salesmen would have been found most satisfactory. But the manufacturers must have depots for the distribution of the records and that is just where the retailers demonstrate their usefulness. Traveling salesmen move from point to point and are comparatively few in number, whereas the retailers are right on the spot all the time.

How About Your Town?

Every bookseller and stationer who reads these lines should at this point take a careful survey of his town. What phonograph agencies are located there? What are the agents accomplishing? Is there room for another first-class agency? The result of the investigation will

nine times out of ten disclose the interesting fact that the phonograph business is not receiving the attention locally that it merits.

The writer has in mind several towns where such a thing as a phonograph agency is unknown. They are manufacturing towns with just the class of well-to-do artisans who would buy phonographs readily. And yet no dealer has undertaken to cater to their requirements. If they want a machine, it must be to the mail order house that they have to appeal. And then the difficulty of getting records practically puts a stop to the business. What an opportunity for the retailer.

Manufacturers' Helps.

No manufactured article to-day is better advertised than the phonograph. Pick up any magazine and the reader will find splendid advertisements of talking machines, that are calculated to make everybody long to possess one. The cumulative effect of these advertisements must be enormous. The resultant demand can only be adequately realized by a visit to a phonograph factory. There the strength of good advertising is demonstrated daily.

But not only is the manufacturer spending thousands and thousands of dollars in creating a demand among the people for phonographs, but he is also maintaining good prices for his product, with a generous margin of profit. This is one of the most favorable features of the phonograph business. It is not a case of one price to you and another price to the department store people. It is one standard price to all and the manufacturer is bound in self-interest to maintain it.

In the Best Homes.

A few years ago when the first cheap machines were put on the market, a prejudice grew up among the better class of people against the phonograph because of the discordant working of the poor machines. This prejudice unfortunately exists still to a certain extent. The interval, however, has witnessed a marvellous improvement in the quality of even the cheapest phonographs. And the work of still further improving the machine is going on at the factories.

Nowadays phonographs are found in the best homes, demonstrating that the earlier defects have been entirely overcome. This means that well-to-do people are coming into the market for the higher-priced phonographs. What this indicates requires no explanation. The dealer who neglects the opportunity of to-day will regret it tomorrow.

A word in conclusion. The phonograph manufacturers want more agents in Canada—agents who will take hold of their machines and records energetically. They are prepared to give these retail agents every support and assistance. The outlay is small. The possible results are great.

Writing tablets have gained a very strong hold with the general public and are responsible for a falling off in the sale of the cheaper grades of note paper. Buntin, Gillies & Co., Hamilton and Montreal, claim to be the pioneers in placing writing tablets on the Canadian market, and they have ever been prominent in this line, their pads being on sale at all stationers from coast to coast. This season's offering is by far the best in their history, both in assortment and value. The covers are neat and attractive and the paper stock is the very best, comprising every grade from the tissue-like onionskin to the heaviest bond and linen papers. Their tablets are manufactured in four or five different sizes to suit the requirements of the trade.

PERSONAL AND TRADE ITEMS OF SPECIAL INTEREST —Booksellers Visited by Fires—Book Travelers all out on the Road at Last—Movements of English Representatives—Agency for Winnipeg Firm—Some Deaths Noted—A Double of J. G. Cloke Discovered.

The Librarie Nationale, Montreal, has been dissolved.

Peterboro Music Co., Peterboro, has been dissolved.

Roy Frankfurter, of G. Frankfurter & Son, Winnipeg, was in Toronto lately on a buying trip.

George Wilson, of Clark Bros. & Co., Winnipeg, was in New York recently, doing some buying for his house.

The business of the Canada Stationery Co., Limited, Toronto, has been taken over by the United Typewriter Co., of Toronto.

J. A. Solomon, who was some years ago a familiar figure in the book business in Toronto, has accepted a position with the Robert Simpson Co.

The portrait of the gentleman on this page is not one of a prominent Hamilton bookseller, though it must be admitted the resemblance is striking. At any rate he is a



GUESS WHO THIS IS?

clever man and Mr. Cloke need not be ashamed to be mistaken for him. It is Alfred Ollivant, the author, who wrote "Bob, Son of Battle," and more recently that thrilling adventure story, "The Gentleman." With Mr. Ollivant writing books and Mr. Cloke selling them, the book trade ought to flourish.

A. J. Blowes, dealer in books, stationery and fancy goods and marble, Mitchell, is advertising his book, wall paper and fancy goods business for sale.

T. S. Pattillo, of Pattillo & Co., wholesale stationers, Truro, N.S., was noticed around the warehouses in Toronto during the latter part of February.

George R. Sparks was in Toronto recently, representing A. C. McClurg & Co., Chicago. He is covering the ground formerly traveled by Curtis W. Coe.

W. Lambert, representing John Dickinson & Co., Ltd., paper makers and wholesale stationers, London, England, is at present covering the Dominion for his firm.

J. M. Plaunt, Limited, have been incorporated in the town of Renfrew to carry on a wholesale and retail stationery and drug business, with capital of \$20,000.

William T. Smith, who conducted a stationery store in Galt for many years, is dead. He was in his seventy-ninth year and had resided in Galt for thirty-three years.

In a fire which took place last month at Parry Sound the store of George Moore, bookseller and stationer, was damaged by water to the extent of \$115, fully covered by insurance.

Charles J. Musson and W. C. Bell, of the Musson Book Company, have been in Montreal for the past month, located in the Windsor Hotel. They are now opening in Toronto.

R. O. Smith, of R. O. Smith Co., Orillia, was in Toronto for a few days last week, and favored Bookseller and Stationer with a call. He finds the paper of much service to him.

A. O. Hurst, Canadian representative for Charles Goodall & Sons Co., has at length got off on his annual spring trip, having left headquarters in Toronto, on March 3, for the east.

F. H. Bailey, representing the Religious Tract Society, of London, England, is now in Canada. He made a two-week stay in Toronto in February and will visit other centres as well.

Among the members of the coroner's jury to inquire into the death of Miss Ethel Kinrade, of Hamilton, whose mysterious end has aroused such interest throughout the country, was John Wells, bookseller and stationer, of that city.

Among American book travelers recently noticed on this side the border were Frank Shoemaker, of the Penn Publishing Co., Philadelphia; John Hopkins, Thomas Y. Crowell & Co., New York; J. J. F. Smith, L. C. Page & Co., Boston.

J. C. Jardine, bookseller and stationer, Summerside, P.E.I., has moved his store to Water Street, securing the premises formerly occupied by Warren, Hicks & McMurdo Bros. Extensive repairs and improvements have been made to the store.

J. Tempest Dawson, who committed suicide last month in London, England, was thirty years ago a member of the firm of Dawson Bros., booksellers, Montreal.

He was a brother of S. E. Dawson, up to recently King's Printer, Ottawa, and W. V. Dawson, Montreal.

John D. Cranston, for many years Ontario traveler for Colin McArthur & Co., wall paper manufacturers, Montreal, died at Pasadena, California, last month. He used to make his home in Galt, but on his retirement from the road five years ago he took up farming at Tantallon, Sask.

George Zurhorst, who has been with Fotheringham and Popham, Ottawa, since last October, has joined the Douglas Co., of Edmonton. Mr. Zurhorst got his training in the book business with Albert Britnell, Toronto, and later spent some time with David Spencer, Limited, in Victoria, B.C.

George E. Bryant, who for twenty years or more has faithfully represented Warwick Bros. & Rutter on the road, covering Northern Ontario, has been given an inside position, and is now in charge of the firm's large warehouse. Mr. Bryant is one of the best salesmen in the stationery business.

H. Sussman, of Sussman, Toby & Co., Canadian representatives of the Swan Pencil Co., Nuremberg, Germany, whose office is in the Janes Building, Toronto, expects to visit the trade in Montreal and Ottawa shortly. He is aiming to introduce the sale of the Aldebaran pencil into every stationery store in Canada.

The wholesale booksellers' and stationers' section of the Toronto Board of Trade met on March 9, and elected officers for the ensuing year as follows: Chairman, S. R. Hart; vice-chairman, Albert Brown; secretary-treasurer, F. G. Morley; executive committee, G. R. Warwick, John F. Ellis, W. P. Gundy, E. S. Monroe and Rev. Dr. Briggs.

M. G. Hay went to Chatham on Tuesday to visit his mother, returning on the late Wabash train. Heading down the dimly lighted William Street in the Maple City at good speed to make the train, Mr. Hay fell into a hole in the road and bruised his right hand rather severely, besides tearing his clothes. He caught the train. —St. Thomas Times.

John A. Hart Company, booksellers and stationers, Winnipeg, have been appointed agents for that district for Underwood's carbon papers and ribbons. G. Porritt, manager of the typewriter supplies department, is look-

ing after the sales of these goods and reports good business done and excellent prospects in view. The John A. Hart Company supply most of the railway offices in their territory with typewriter and office necessities.

On Sunday morning, January 31, the fine corner block at Gananoque, containing Clifford Sine's drug, book, stationery and fancy goods stock, valued at \$17,000, was entirely destroyed by fire, nothing being saved. The origin of the fire is unknown, it having started in a tobacco store in the same block. Mr. Sine had one of the best stocks between Toronto and Montreal. His insurance was \$10,000. He has not yet re-opened.

Fire has been especially destructive among the book stores this month. The latest to suffer loss were Elliott & Walley, of Wingham. The fire was caused by the explosion of a lamp on Monday evening, March 4, and spread rapidly. It was soon got under control, though not before much damage had been done by smoke and water. The proprietors are Robert Elliott, of Brantford, and F. H. Walley, of Wingham, and the stock was valued at \$3,000, with insurance of \$2,200.

The makers of the L. E. Waterman Fountain Pen are believers in distinctive advertising. They claim that it's the kind that sells the goods. They are certainly in a position to know. There is hardly a place of any size where Waterman's Ideal Fountain Pens are not known and sold. All of which shows that Waterman publicity is of the paying kind. Over \$100,000 a year is spent by the Waterman Company in advertising. The initial advertising expenditure was \$62.50. Their first office was part of a cigar stand in the lobby of a New York hotel.

What has caused this great growth? Distinctive advertising persistently employed. To give an idea of the style of publicity with which they have started the new year, reference is made to a page ad. appearing in the February 7 issue of the New York World, which was their Lincoln issue. This showed a full-page drawing of Abraham Lincoln signing the Emancipation Bill reproduced from a clever pen-and-ink sketch in colors by Dan Smith. The catchline is significant, "You Honor Two Birthdays"—Abraham Lincoln—Centennial; L. E. Waterman—Quarter-Centennial. A hand, holding a fountain pen, reaches out and writes the inscription upon the wall, "Emancipation from pen troubles—L. E. Waterman."

The Demand for Hurd Papers

is durable. They have the high quality, the new, up-to-date styles, the perfect manufacture that appeal to the dealer and consumer alike. They are always satisfactory and consequently the demand is continuous. If you sell paper as first class it should embrace all these features; otherwise your store's reputation will suffer. Hurd's trademark guarantees the papers to be as represented in every case.

Our holiday line is now ready and our salesmen are showing it in their respective territories. It is the most attractive line we have ever shown and it will well repay you to see it before placing your order.

GEO. B. HURD & CO.

Fine Paper Makers

425 & 427 Broome Street, New York, U.S.A.



WHAT MANUFACTURERS AND JOBBERS OFFER---THE Fancy Goods Houses Open their Sample Rooms---New Papeteries on the Market for 1909---A few Sundry Items of Interest on Novelty Lines

An Up-to-date Sample Room.

An almost bewildering display of dolls, toys, novelties in mechanical toys, rocking horses, harnessed and gaily caparisoned ponies, games, balls, etc., in a brilliantly lighted and well laid out showroom make this section of the Fancy Goods Company of Canada seem like a veritable Santa Claus storehouse.

Charles L. Burton, manager, recently returned from his annual European buying trip and ample evidences of this visit are to be seen in the large stocks of novelties now on hand. Mr. Burton brought back some novelties in mechanical toys from the Franco-British Exposition that will commend themselves to the Canadian trade because of their saleable qualities. Flip-flap is a see-saw like toy arranged with carriages containing people at each end of the beams. A miniature cotton mill showing the actual process of weaving, operated by a small hot air engine, is another product of the exposition. Other mechanical novelties include toy balloons that make ascensions with a parachute drop, just like those seen at the fairs; hot air engines which will run miniature industrial plants, including a sawmill which looks and sounds like one; the block system as used on the railways of the United States exemplified in miniature with train, coaches and railroad track complete; Wright aeroplane, and Zeppelin airship; an acrobat who when wound up turns somersaults with surprisingly lifelike motions; a bucking broncho which tries to throw its cowboy rider, reminding one of Remington's pictures of the plains;

offers a liberal education in the progress of mechanical toy construction. Besides there is knowledge of other features that will be found useful and profitable by the trade.

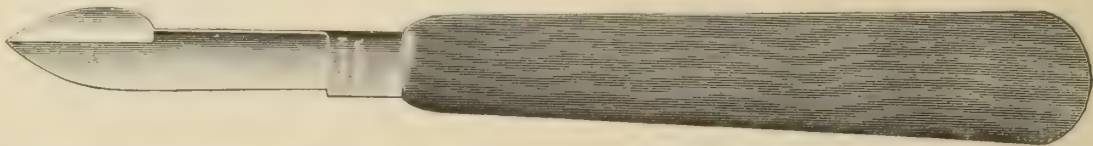
A New Fad.

At the Dennison Manufacturing Co.'s stores, all over the country, young ladies are daily interesting people in the odd London fad for making hatpin heads of sealing wax. The pins are certainly beautiful, much resembling enamel, hard, glossy and artistically shaded. It is fascinating work, for no two pins are ever alike. Last year this art became a positive craze in London, and it bids fair to become such on this side.

In every community where it has become popular, the demand for Dennison's perfumed sealing wax has grown to very large proportions, and the wise dealer, who knows the profit always accruing to some one from all fads, will do well to foster and provide for this. A small counter with a display of Dennison sealing wax, alcohol lamps, samples of the pins and a girl demonstrating the art and giving away the attractive booklets furnished by the Dennison Manufacturing Co., never fails to interest customers, and, once the fad is started, it spreads fast and is very profitable.

Knife Eraser.

Among the new goods being offered by Buntin, Gillies & Co. is the knife eraser shown in the accompanying illustration.



Venetian gondolas, miniature of the vacuum process cleaner now used so extensively in our larger business buildings.

Moving picture machines to retail at \$1.25 seem ridiculous in view of the usual prices charged for this class of goods. Yet that is the price tag the trade can put on them when they buy them from the Fancy Goods Co., and make a good profit on them, too.

Of dolls there is a large and varied assortment. In fact, it would be rather hard to find a more extensive or attractive display. The secret of their buying in this line lies in the fact of Mr. Burton's keeping in constant touch with retailers throughout the country. Therefore, when he goes away on his buying tour he knows almost exactly the requirements of the trade and in a sense acts as their special representative in making purchases. Their tastes and preferences govern all his buying. Adopting this broad-minded method he cannot fail to satisfy them. The present display of dolls was bought with the necessities of the Canadian in view. Everyone of the dolls shown is tastefully and fashionably attired. While there are many styles and sizes seen, quality has evidently been the first consideration in their selection.

Any of the trade will be well repaid by a visit to this department. It contains much that they have never seen before in the way of genuine novelties. The display

illustration. The blade is made of the best steel and the handle of hardwood. As a twenty-five-cent article this should prove popular with all office stationers.

"Kutup" Picture Puzzles.

Recently in Bookseller and Stationer mention was made of the craze of the picture puzzle. It is interesting to note that the demand in Canada for these "cut-up" puzzles is growing at a rapid rate. But up to now the wholesalers have been rather tardy in introducing the puzzle. One reason might possibly have been the fact that the price was perhaps out of proportion for so simple an arrangement.

Now, however, there is being introduced to the Canadian market by the Copp, Clark Co., Toronto, a cardboard edition of the puzzle-game called the "Kutup" puzzle. This is an exact facsimile of the original \$2 game, the pictures being on card-board instead of wood.

When it is mentioned that the retail price of the "Kutup" puzzle is from 5 cents to 15 cents only, dealers who have any demand at all for puzzles and games had better see if it wouldn't be a good thing to be "in" on the puzzle game.

How often has it been the case that you could have sold a certain game many times over had the price been nominal? The five-cent "Kutup" puzzle is sold in an



GIVE US A TRIAL—

when you want anything that is of good quality for outdoor celebrations, such as garden parties, lawn parties, sporting events, etc. We carry a complete supply of

**Fireworks, Flags, Japanese
Lanterns, Rubber Balls,
Base Balls, Bats, Gloves, etc.**

Springtime is at hand. Don't let the coming demand find you only half stocked necessitating rush orders, or loss of trade and other personal inconvenience and loss to you. We have bought with discriminating care goods most adapted to the Canadian trade, in price, quality and style. We can help you in the Spring buying and your consideration in the showing of our lines will be appreciated.

The SUTCLIFFE-EDMISON CO., Limited
76 YORK STREET TORONTO, CANADA

We are NOW on the SPOT!

Our representative is now
in the Dominion with our

1909 COLLECTION

of our



RELIABLE SERIES

**Christmas and
New Year Cards
Birthday Cards
and Picture Post
Cards**

Every dealer should make a point of seeing this unique and artistic collection.

**Special Designs with Maple
Leaves for the Canadian Trade.**

Write our representative, Mr. J. S. Grant, representing William Ritchie & Sons, Ltd., c/o BOOKSELLER AND STATIONER, Toronto; who is showing a full range of our samples.

Wm. Ritchie & Sons, Ltd.

Elder Street,
EDINBURGH, Scotland

Also at London, Manchester, Leeds and Glasgow.

Keswick Series

SEASON
1909 - 10

**Our
Samples are
Now Complete**

and include some

QUITE NEW IDEAS IN

Calendars and Texts

CALENDARS from 1d to 2s. each.

**BOOKLETS, CHRISTMAS CARDS,
MOTTO CARDS, BIRTHDAY
CARDS, TEXT CARDS, POST CARDS**

We shall be pleased to hear from YOU!

WALTER G. WHEELER & CO.

9 & 10 REDCROSS STREET, LONDON, E.C.

BOOKSELLER AND STATIONER

envelope ready for mailing. It is perhaps the most practical way in which any game has ever yet been put up. Just requires a one-cent stamp to mail it off to a niece, nephew, cousin, etc. The ten and fifteen-cent puzzle is put up in a neat card-board box.

Briefly, the puzzle is this: A lithographed picture 5x7, on card-board, is cut up into small parts of various shapes and sizes. The puzzle, which proved an interesting one to the writer, consists in putting these parts together to form the complete picture. It is not by any means purely a children's game—the youngsters enjoy it, but even more so do the grown-ups. It might even be hinted that many an enjoyable evening could be spent by having a progressive "Kutup" puzzle party, on much similar lines to euchre. Young or old, all take a keen interest in puzzle solving, but they don't want to pay too much for their puzzle.

A System of Writing.

McIntyre's system of writing seems to be gaining ground in every direction. Only recently McIntyre's "Practical Penmanship" books have been authorized for the Province of Quebec, while McIntyre's "Freehand Practice Copy Books," which are being published in eight numbers, have been authorized for the Province of Manitoba.

While the authorization of these books means a large sale in Quebec and Manitoba, it is equally gratifying to find that McIntyre's books are being used more or less in every province throughout the Dominion. It would not be fair to compare them with the ordinary old-style copy books, which still hold sway in very many schools. They are, rather, intended, as the name implies, as practice copy books and contain at the head of each page directions for practice. The new series contain seventy-two pages, fully three times as much matter as is contained in many of the old-style copy books, and are supposed to be used in connection with practice paper. Their use outside the provinces in which they are authorized is confined almost entirely to teachers who give special attention to the subject of writing, and who expect that the freehand practice copy book will give better results than can be secured in any other way. These new books retail at ten cents each. (Copp, Clark Co., Ltd., Toronto.)

"Made in Canada" Papeteries.

As has been noted before in Bookseller and Stationer, the call last Christmas was decidedly in favor of home-made articles and this was true to a great extent in the papeterie business. Imported lines were frequently carried over when Canadian lines were cleared out.

Believing that there will be a continuous and increasing demand for "Made in Canada" papeteries, the W. J. Gage Company, Toronto, have prepared a still larger and more varied line for the season of 1909. An opportunity to view samples of the new goods was afforded Bookseller and Stationer the other day and here are a few of the impressions received.

In the finer grades there is being shown a profusion of hand-painted boxes, which are exceptionally handsome. These are filled with the highest grade of paper and the latest long-pointed flap envelopes, all tied with ribbons and with greeting card enclosed.

A striking design, shown in two or three sizes and shapes, is the hammered brass effect, giving a distinctly tony impression. This design should prove particularly attractive to the better class of trade.

An exclusive line with the Gage Company is a series of boxes, simple in design, covered with brilliant shades of red, green, purple and cerise paper. For the inter-

mediate trade and for window displays, these will be favorites.

The floral series—orchids, jonquils, wayside rose, etc.—and such special characteristic designs as Nilene cloth, embrace a variety of standard papeteries that will suit all tastes.

In novelty boxes, there are designs which may be raised from the cover, affording excellent display qualities. The juveniles are also numerous and pleasing.

So excellent are many of the designs prepared by the Gage Company that they have been sold to United States manufacturers for use across the border.

New Ink Firm.

The Chaudiere Supply Company, 37 Duke Street, Ottawa, is the name of a new concern recently starting in the ink manufacturing business. The company puts out a fine line of acid-proof, waterproof banker's protective ink, which seems to be selling rapidly. The ink has several particularly good points in its favor, and the promoters should make good with it.

What Hurst Offers.

Hurst & Co., publishers, New York, need no introduction to the Canadian book trade. Their lines have been familiar to book buyers in Canada for many years and so well have they lived up to their reputation for supplying standard authors in attractive editions and fast-selling series of popular books, that their business shows steady growth.

Hurst & Company's lines are wholly competitive, and they therefore keep in the background their trade surprises until jobbing trade in Chicago is seen in April and May, at which time all they have been doing will become public. They predict for 1909 a banner year for their productions. For nearly thirty-five years there has been a steady "up-lift" in the intrinsic quality and external style of their publications, and this year they show many covers that are novelties in modern bookbinding. New designs have been made for most everything in their extensive catalogue and entirely new series will be presented when the proper time comes for general announcement. The samples carried by their army of salesmen represent the best efforts of the firm, keeping in view always the interests of the trade as well as their requirements. Among their books sure of perennial popularity are the various editions of the poets in bewildering variety of style; the Magnolia Library of fiction; the standard authors in half-leather binding; the Devotional Classics, the Gunter Library, the Henty Series, the White House Series, and no end of others known as tip-top sellers in every city and town in the land.

Hurst & Co., are represented in Canada by McLeod & Allen.

CONTAINS MANY VALUABLE HINTS AND SUGGESTIONS

Petrolia, February 24, 1909.

Manager Copy Department, Bookseller and Stationer:

I beg to acknowledge receipt of free advertising copy, and would like to say that it is exactly what I wanted, and appreciate it very much. I read the BOOKSELLER AND STATIONER carefully every month and always find it most interesting as well as containing many valuable hints and suggestions. Again thanking you for your most kind and valuable aid, I am,
Yours truly,
F. C. FISHER.

FINDS THEM HELPFUL.

Wetaskiwin, Alta., February 20, 1909.

Manager Copy Department, Bookseller and Stationer:

I would be glad to have your criticism of the enclosed ads. and suggestions for improvement. I follow your monthly talks on advertising with a great deal of interest, and find some good pointers.

Yours truly,

W. J. STEPHENSON.

Gage's Holiday Gift Papeteries

Made in Canada

OUR Range for the Christmas and Holiday Season, 1909-1910 is the largest and best we have ever shown.

¶ Samples are now in the hands of our travellers.

¶ Imported lines will not excel them in quality, elegance and beauty of designs, and cannot approach them in value.

W.J. Gage & Co.

Limited

Manufacturing Stationers

Toronto

Ontario

Paper Mills

St. Catharines, Ontario

OUR MONTHLY LETTER FROM THE Capital—Trade Continues Good—Some Books that are Popular—More Particulars About the Work of the Anglican Morality Committee.

Ottawa, March 2, 1909.—The book business in the Capital for February was very good. Several of the stores held special sales or made offers on special lines with a view to clearing out some broken and shop-worn volumes.

The valentine trade this year was considered very good. Better classes of the missives were purchased and a particularly brisk demand was noticed for postal cards suitable for this season of the year. The demand for the ridiculous class of valentines was less than formerly. Some splendid lines were exhibited by all the booksellers and stationers.

Books in Demand.

"Septimus" is meeting with favor among the book-lovers, and "The Red Mouse" is reported to be having a good sale. "My Lady of the Snows" gained consideration from the fact that His Excellency the Governor-General ordered 125 copies of the book from the publishers.

Capt. R. J. Birdwhistle, of the 43rd D.C.O.R., has a patent pending on a regimental record book, which will surely prove of exceptional value to all company commanders. The book is designed in loose-leaf form and is devised to give full particulars of each member, drill attendance and accoutrements.

The copies already prepared are the work of the Lowe-Martin Co., and reflect credit on this firm for their first-class workmanship.

Some interest has been aroused in this city, and

among publishers, in the movements of the Anglican morality committee, concerning some books which are not considered suitable for sale. The committee has under discussion several books, but as far as your correspondent can learn, no recommendation has been made to the departments interested concerning any particular book. The customs authorities were, however, reminded that books of an immoral nature were on sale in the bookstores, and it has transpired that one of these volumes has been placed on the prohibited list. The one referred to is "The Yoke." This volume received the attention and censure of the National Vigilance Committee of London, England, and Long, the publisher, was summoned before the judge. Through counsel he agreed to destroy those on hand, which numbered about 300, and the Canadian customs authorities have prohibited the importation and sale of the book. Transgression of this ruling is punishable by imprisonment for two years without option of fine. No action of a prosecutory nature has been taken by the Anglican committee, as has apparently been inferred by some of the publishers. The committee is desirous of furthering and bettering the moral standing of the community, and while a number of books may come up for discussion, at present no definite action has been taken.

From conversation with some of the Capital's leading booksellers, your correspondent gathered that books of a questionable character, no matter how slight, are not desired, and if ordered, are, upon knowledge of contents, removed from sale.

The post cards which have been classed under the immoral status are of French and German manufacture.

George Zourherst, who has been with Forthingham & Popham, left yesterday for the West, where he will in future reside.

Profits Talk Specialize on Graphophones

IF you are looking for a side line to add to your business, there is none better than **Columbia Graphophones, Double Disc Records** (which means two records for a single price) and **Indestructible Records** (that will not break or wear out no matter how much you abuse them). The Columbia Phonograph Company is the only firm that manufactures both Disc and Cylinder Machines and Records



Type BN. List Price \$35

therefore, a Columbia dealer has the advantage over all others, as he can furnish his customers with what they want while his competitor has to sell them what he has or lose the sale, which he generally does where there is a Columbia dealer. Are Columbia goods sold in your town? If not, why not? Do you want the exclusive agency? (remember exclusive). You had better write to-day or some one else in your town will read this advertisement and beat you to it. A postal will bring catalogues and full information free. Write to-day. Do it now.

Toronto Phonograph Co., Ltd., Exclusive Columbia Jobbers
40 Melinda St. - Toronto, Canada



Type BKT. List Price \$40

THE TWO COLUMBIA LEADERS

BOOKSELLER AND STATIONER

A. W. FABER'S

THE FINEST IN EXISTENCE

16 Degrees—6B to 8H

"CASTELL"

PENCILS



Unequalled for
Purity, Smoothness
Durability or Grading

A. W. Faber,

149 Queen Victoria St.
LONDON, E.C.

A. W. Faber's
"Castell" Copying Pencil

Manufactory
Established 1761



FACTORIES

STEIN, GERMANY
GEROLDSGRUEN
NOISY-LE-SEC
NEWARK, N. J.

A.W. FABER.

ESTABLISHED 1761.

RUBBER WORKS

ELASTIC BANDS



ERASIVE RUBBER



HOUSES

STEIN, GERMANY
NEWARK, N. J.
LONDON
PARIS
BERLIN

41 - 47 DICKERSON STREET AND 68 - 88 HECKER STREET

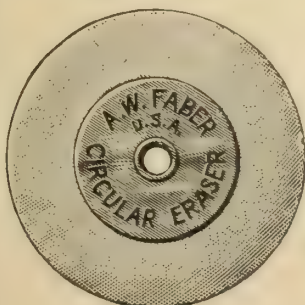
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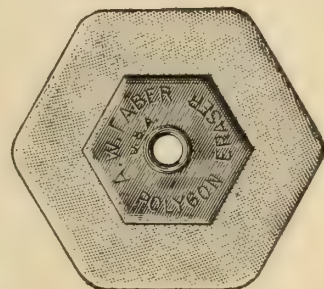
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EXHIBITION OF FANCY GOODS IN Toronto—Warwick Bros. & Rutter Commence This Month Their Thirty-first Annual Display of Import Fancy Goods Samples—All Previous Records Beaten.

Thirty-one years ago the firm of Warwick Bros. & Rutter started in a small and unpretentious way its import fancy goods business. This month the firm is making its annual spring import display and so great has been the expansion of this line that a whole flat is occupied, some 12,000 samples shown, and over sixty manufacturing firms in Germany, Austria, France and Great Britain represented. The samples this season are the most elaborate, varied and novel ever shown, and as one wanders through the commodious quarters, which will be visited by the trade in such large numbers during the next few weeks, he is amazed and wonders when the age of invention and creation of original, dainty and fancy novelties and conceptions will cease. Every year brings forth many new things, but the record of the past has been left far in the rear by the infinite selection afforded this spring. Of course, these specimens are being put before buyers for placing orders for the holiday trade of next winter, and those who say there is nothing new under the sun, should make a tour of the sample rooms and they will come away feeling that the truth of this old-time observation is open to question.

Every fall George Warwick, president of the firm, pays his annual visit to the factories and emporiums of the Old World and selects a complete and representative range of samples, not only for the display rooms of the firm, but for their travelers, which is a convenience that the trade appreciate because it furnishes them with a much greater variety to choose from than if a stock, which must necessarily be limited in character, was carried.

The opening this year is unusually replete and attractive, but it is only possible to indicate in the briefest form some of the splendid and elaborate articles on exhibit. The samples in their respective lines are complete and embrace jardinieres, fernies, rose bowls, vases, etc., in spun copper and hammered brass, some enameled

in colors and others of rarely beautiful design. There are also antique metal goods of endless description, coffee pots, old kettles of spun brass, copper and nickel, bronze figures and electroliers in bronze with art shades. Many premiums in spun brass and copper for progressive games, chafing dishes and currits of solid brass are exhibited. The visitor also beholds brass candelabra of unique styles as well as arts and crafts in every conceivable design for den decorations.

The eye feasts upon dinner gongs both standing and hanging, French jewel cases in crystal and colored gold frames, animal clocks in bronze, French perfume toilettes, gold, onyx, copper and bronze inkstands, as well as in burnished and lacquered brass.

In the line of smokers' sundries there are ash trays, humidors, cigar and cigarette boxes of all kinds. A decided novelty in military smokers' sets is made of brass cartridges. Cigar and cigarette lighters, hanging brush sets and mirrors attractively finished, candle sticks in many odd shapes and standing shaving stands are other things which invite an inspection. Toilet mirrors of the triple easel style and hand-made antique candle sticks in iron are works of art. China vases, urns, jardinieres, flower pots, fruit stands, bon bon dishes, trays and card receivers command attention and also figures in Parian marble, ivory, bronze and color finish. Christmas decorations are on display in bewildering gorgeousness, and rose bowls with mesh tops and of artistic pattern. Pressed leather waste paper baskets are a new creation, along with several up-to-date designs in five o'clock tea trays, while the children will find a world of amusement in tumbling teddy bears and various mechanical toys.

Among other samples worthy of special mention are English sewing and work baskets, photo frames in copper, gold, silver and brass, and pressed copper scenic calendars of antique finish. Several charming articles are shown in Austrian leather goods, purses, hand bags, shopping bags, collar and cuff boxes, traveling companions, and card cases. The married man and the bachelor will revel in the smoking sets on stands, and correspondence companions for the den. Then there are beautifully framed water color paintings, nickel, bronze and enameled tables, jardinieres stands, library sets in silver and gold, the latest things in leather flasks, and French real ebony toilet articles. Ormolu goods, such as thermometers, ink stands, jewel boxes, coca-bola and fox wood toilet sets, hand-painted porcelain toilet sets, cloth artificial flowers and plants true to nature, perpetual palms in pots and leather cased real ebony toilet accessories, as well as picture post cards and other albums in an assortment of wide range, cover many shelves and tables.

To enumerate the thousands of rich, rare and novel creations would be an utter impossibility and the foregoing list is only a meagre outline of the sights that await the caller at the import season display of Warwick Bros. & Rutter, whose efforts to please the trade this year have surpassed all previous ones in that line. In variety, extent and character the creations for gift-giving and holiday seasons are the most ingenious, picturesque and fascinating ever produced by the factories in foreign lands.

THE constant improvement in business systems and the consequent increasing demand for carbon papers and typewriter ribbons make the handling of these goods most profitable for the dealer.

PEERLESS
BRAND

Carbon Papers and Typewriter Ribbons

are just what the name implies—peerless in material, workmanship and customer-keeping qualities

Write us about them.

Peerless Carbon and Ribbon Mfg. Co., Ltd.
Factory, 176-178 Richmond Street West, Toronto

QUALITY BETTER THAN ANY, DELIVERED QUICKER THAN MANY!

Collotype

POSTCARD

post cards of high-class finish MADE TO ORDER.

Hand colored collotype cards. Double tone collotype cards
Photocrom collotype cards
Glossy collotype cards and all kinds of view albums and sample sheets
Wholesale and export only.

ADDRESS FOR CABLEGRAMS : LIGHTDRUCK, BERLIN

Write to

Messrs. W. Neumann & Co.

42 Wasserthorstrasse

Berlin S. 42

Germany

Effective Window Display

PEOPLE will stop to look at a window that is attractively dressed, and nothing makes this form of advertising more effective than using attractive and artistic show cards and price tickets made by

THE FULTON SIGN AND PRICE MARKERS

Each set contains the new open face letters and figures of various sizes which can be filled in with the different colors of gloss ink and striking effects can be produced. No experience needed. They are simply made and easily worked. The cost is moderate and the profits excellent.

Write for free Booklet

FULTON RUBBER TYPE CO.
ELIZABETH NEW JERSEY

"PAPER PROFITS"

There are two kinds of paper profits—

- Q The kind you figure on paper and don't get.
- Q And the real hard-money, coin-of-the-realm profits you put in the bank that come through the sale of

WALL PAPER made by STAUNTONS

for the decoration of the best homes in your vicinity.

- Q The Spring demand is already starting but you still have time to make a place for wall paper in your store for this Season. It can make you a handsome return on your money.
- Q Better write for our literature and proposition of interest to Booksellers and Stationers. Better write to-day—tomorrow has never arrived yet and isn't going to change its habits. Inquiries confidential.
- Q As an evidence of our appreciation of the opportunity to go into the matter with you we will send you Gilt and Glimmer, our interesting wall paper magazine.

STAUNTONS LIMITED

Manufacturers of Wall Paper
933 Yonge Street, - - Toronto

Get the Specialty Habit

Don't spread your energies over a whole lot of different brands of stationery, but pick out the leading brands and specialize on them. It will mean a saving for you.

When you're looking for a pencil give first consideration to the "Emerald," the unexcelled 5-center. It has the looks, it has the quality, it has the stability, and once a buyer always a buyer.

THE
GREEN
PENCIL



IN THE
GREEN
BOX

BB, B, HB, H, HH, HHH, HHHH, HHHHH, HHHHHH

A Post Card Will Bring You Samples

Warwick Bros. & Rutter, Limited
WHOLESALE MANUFACTURING STATIONERS TORONTO

British Magazines and Periodicals

The proprietors of the under mentioned British publications solicit the assistance of Canadian Booksellers and Newsdealers in promoting circulation in the Dominion and request that the trade keep well supplied with their various publications. Bookseller and Stationer may be referred to for further information.

Sells wherever shown

Farm Field & Fireside

Enjoys an enormous sale in the United Kingdom. The features of this journal's contents embrace everything associated with life in the country, and is the ideal weekly farming journal for the Canadian agriculturalist.

The selling price is 2 cents per copy.

Annual prepaid subscription post free to Canada \$2.10. To the trade a discount of 33 1/3 per cent.

The
Mark Lane Express
Agricultural Journal
and
Live Stock Record.

Annual Prepaid Subscription post free to any part of the Dominion, \$4.25. Special discount to the trade of 33 1/3 per cent.

The Oldest Agricultural and Live Stock publication in the British Isles Est. 1832. Well illustrated and full of valuable information concerning Agriculture and Pedigree Stock Raising. The Farmers' business journal, published every Monday. Gives fullest market prices. A valuable help to Canadian agriculturalists.

Application for specimen copies of both these journals, which will be sent free, should be addressed to William A. May.
Offices: 3 Wellington Street, Strand, W.C., London, England.

PROFITABLE LINE FOR THE TRADE— Stationers, who do not Handle Carbon Papers and other Office Supplies are Losing a Most Remunerative Opportunity.

The progressive stationer recognizes that he must keep pace with the age. He cannot order and sell exactly the same goods as he did ten or even five years ago, any more than the business, office or professional man can get along without a typist and a typewriter.

There is, perhaps, no business developing more rapidly than the typewriter output. The increase in the number of machines is, indeed, very great, and, with their general use, the old letter press has departed as a means of preserving copies of correspondence, carbon papers having taken its place. These papers are in as much demand today as lead pencils, pens, envelopes, or account books. Every office uses carbon sheets for making copies of letters and all documents, as well as in loose leaf ledger and counter books, while typewriter ribbons are in constant requisition, being employed not only on the machines themselves, but on multigraphs, writer presses, etc.

These lines open up a field for the stationer at once remunerative and easily handled. They do not occupy much space, are clean and quick moving, while the profit on carbon paper is very much greater than that yielded by many other departments in the store. More and more stationers are going into office supplies, some of them even selling office furniture. When goods like carbon papers and typewriter ribbons are handled they place the dealer much closer in touch with the business and professional men of his town. This leads to more business, as where the bookkeeper, stenographer, clerk or accountant can procure supplies in the carbon paper and typewriter class, they naturally will go for the remainder of their office requisites. If there is one trade where connection counts it is in the stationer's line and his relations to the offices of business and professional people. He should, therefore, seek to cultivate and strengthen it in every possible way. Carbon papers and typewriters are

strong links in the chain. The wide-awake stationer is aware of this and he knows that these goods are neat, clean, easily handled and yield a handsome return.

All members of the trade in their own interests, as well as that of satisfying the wants of their patrons, should, if they have not already, embark in these lines. They may do so with every sense of confidence and safety.

SOME IDEAS FROM R. O. SMITH.

R. O. Smith, of the R. O. Smith Company, stationers and booksellers, Orillia, was in Toronto last week and gave Bookseller and Stationer a call. Mr. Smith makes four or five trips to Toronto every year, and while here picks up a number of pointers and ideas which he embodies in his business in Orillia.

"Do you know," he said, "I consider that it is a big mistake for a bookseller to never get away from his business. There is nothing like a visit to the large centres of population to broaden a man and make him a better business factor in the community. I never come to Toronto but what I gain new views in the matter of handling stock and new goods, while I frequently see some department which I can incorporate in my store and thus keep up-to-date. In Toronto you run across several things that will catch your eye, and, if you visit New York, as I occasionally do, you will witness there other fresh ideas. When you go home you have the advantage of placing something entirely original before your customers, and this all helps to draw trade. I think that too many stationers do not get away from their business often enough and the result is that they are apt to get in a groove or rut."

Mr. Smith is a citizen of the northern town who has devoted his energies toward making it a centre for tourist traffic and also in building up Orillia in a commercial sense. For years he has been actively identified with the Board of Trade, the Y.M.C.A., the beautifying of the famous Lake Couchiching Park, and in the management of the summer hotel at Orchard Point Beach.

Condensed or "Want" Advertisements

The "Want Ad." gets work for workers and workers for work. It gets clerks for employers and finds employers for clerks. It brings together buyer and seller and enables them to do business, though they may be thousands of miles apart. It helps booksellers and stationers to clear their shelves of unsaleable stock. It enables them to get out-of-print books. In brief it is invaluable.

RATES.

Two cents per word first insertion; one cent per word subsequent insertions.

Five cents additional each insertion where box number is desired.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost **must** accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

PERIODICALS.

KEEP POSTED—The leading authority in Canada on groceries and food products is **THE CANADIAN GROCER**. Important trade conditions generally discussed every week. Price \$2 per year.

THE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. **BUSY MAN'S** is on sale at all newsstands. Better still, send \$2 for one year's subscription. Mail it to-day. **THE BUSY MAN'S MAGAZINE**, Toronto.

THE market reports make **HARDWARE AND METAL** a necessity to every hardware merchant, paint and oil dealer in Canada. It is mailed every Friday. Subscription price \$2 per year. Address **HARDWARE AND METAL**, Montreal, Toronto or Winnipeg.

BOOKS FOR SALE.

How to dispose of shop-worn or unsaleable books is the problem of many a bookseller. Try an advertisement under this heading.

AUTHORS, WHO PUBLISH THEIR OWN books will find the **BOOKSELLER AND STATIONER** a good medium through which to interest the trade in their publications.

MAPS, GLOBES AND ATLASES

C. S. HAMMOND & CO., 142 Fulton St., New York, Atlases, School Maps, Road Maps, Globes. (11-09)

BOOK PLATES (EX LIBRIS)

ROBERT SNEIDER CO., 143-145 FULTON St., New York. Designers and engravers of book plates (ex-libris) heraldic and monogram dies, pearl inlaid stamping, for stationery. (12-09)

BOOKS ON HORSES, CATTLE, &c.

WILLIAM R. JENKINS CO., 851 and 853 Sixth Ave. (cor. 48th Street), New York. The literature of the world concerning horses, cattle, dogs, &c. [8-09]

BOOKS WANTED.

How to secure a copy of an out-of-print book or magazine may sometimes puzzle. Try this solution.

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COL. GEORGE T. DENISON

A Volume of whose Political Reminiscences will be Published
by the Macmillan Co. in April

GOSSIP OF THE MONTH.

Last month I intimated that there would soon be published an important book of political reminiscences and impressions by an eminent citizen of Toronto. I am now in a position to state that the author of this book, which the Macmillan Company expect to publish in April, is that distinguished soldier and imperial federationist, Colonel George T. Denison, of Toronto. The book, on which Colonel Denison has been engaged for several years, will deal to a great extent with the movement towards Imperial Federation during the past twenty years, about which no one is more competent to write than he. It is understood that the work was suggested by the late Dr. James Bain, Public Librarian of Toronto, who took a keen interest in it up to within a few days of his death, spending many evenings at Heydon Villa, the residence of Colonel Denison, discussing its subject matter. Colonel Denison is no novice in literary work, having published more than a dozen books, mostly on military subjects. His "History of Cavalry," issued in 1877, won the first prize offered by the Emperor of Russia for the best historical work on that subject and its merits have been amply demonstrated by its re-publication in German, Russian and Japanese. Perhaps his best known work is "Soldiering in Canada," which is a delightful volume to those interested in the making of the Dominion.

Our compatriots in Quebec are producing some very excellent literature about which English-speaking Canadians unfortunately know far too little. Within the past month or two I have received three volumes, written by distinguished French-Canadians, which will take a front place among contemporary Canadian books. The first of these, "L'Amerique Precolombienne," an historical work displaying careful research, is the work of Alphonse Gagnon, Secretary of the Department of Public Works and Labor, Quebec. The second is "Souvenirs politiques de 1878 à 1890," by Hon. Chas. Langelier, C.R. The third is a piece of fiction, "Le Centurion," by Hon.

Justice Routhier. These three books are proof of activity among French-Canadian men of letters. Might it not be worth while placing some French-Canadian books on the curricula of the English schools in which French is taught? It would assuredly help to bind closer together the two races in Canada.

A commendable step in the direction of fostering a greater interest in the work of Canadian writers has been taken by some of the members of Greenock Church, St. Andrew's, N.B., of which Rev. A. Wylie Mahon, D.D., is minister. They have organized themselves into a Canadian Literature Club and during the past winter have held semi-monthly meetings, at which such subjects as "Canadian Songs and Song Writers," "The War of 1812 in Canadian Literature," "Recent Books by Women Writers," "The Web of Time," "The Life of Dr. Robertson," etc., have been discussed. The programmes were very enjoyable, including the reading of selections from the authors referred to addresses, papers, music and refreshments. The work of the club must have been of value and it would be gratifying to see more such clubs established throughout Canada.

It is a pleasure to be able to publish a portrait of one of New Brunswick's venerated men of letters, H. L. Spencer, whose new book of poetry, "The Fugitive, a Sheaf of Verses," is shortly to appear. Mr. Spencer has been contributing to the provincial press for nearly half a century and his writings both in prose and verse have been read with deep interest. He is a native of Vermont, having been born in Castleton on April 28, 1829. Since 1863 he has resided in New Brunswick, working for some years on the newspapers of St. John. His present home is at Whitehead, where he conducts a little store. His publications include "Poems" (1848), "Summer Saunterings Away Down East" (1850), "A Song of the years and a Memory of Acadia" (1889), and a small volume of poems at a later date. Mr. Spencer was a classmate of Henry Cabot Lodge, Redfield, Proctor and other eminent New Englanders.

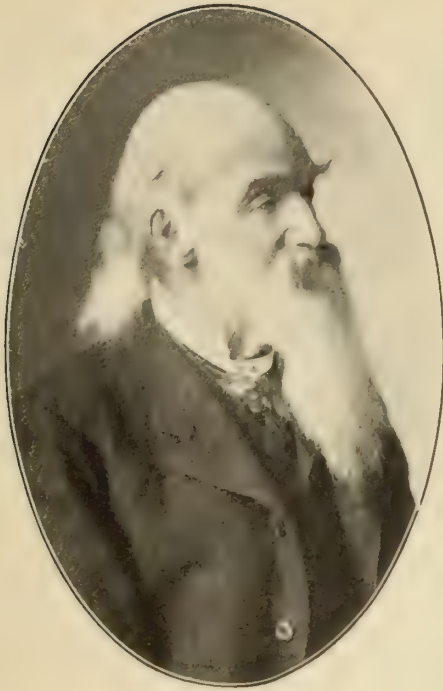
Professor Colby of McGill University, has received a request from Paris that he allow the translation into



ALPHONSE GAGNON

Secretary to the Department of Public Works, Quebec,
and Author of "L'Amerique Precolombienne."

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H. L. SPENCER,

New Brunswick's Octogenarian Poet.

French of his "Canadian Types of the Old Regime." In connection with this book the Montreal Witness voices a complaint that the Canadian edition was entirely inadequate. Says the Witness: "The very limited edition which was issued by the Canadian publisher, by whom the Canadian market is controlled, was promptly exhausted, and in spite of repeated demands by the English booksellers of Montreal, even so early as at the Christmas season, no more copies were to be had from this publisher. The New York house, Henry Holt & Co., has also refused to fill any orders from Canada, the Canadian market having been sold to this Toronto house. The whole thing is an astounding commentary on the possibilities of the present copyright laws and the remarkable ideas of business possessed by some publishing houses. This is not the first time that such a state of things has resulted from a combination of these two forces, and the Canadian market has again merely had its appetite whetted by a meagre taste of a desirable morsel."

There is an article in the current Atlantic Monthly on the book trade in America, written by Professor Hugo Munsterberg, that is deserving of careful attention. The Professor sees, as do all who are in any way acquainted with the business of publishing books, a very serious situation in the book trade. The disappearance of the book stores, even from the larger centres, indicates a decline in book purchases by the public, particularly of books of the more serious class. He is quite right in asserting that the purchased book in the home is of far more value and benefit to the individual than the book borrowed from the library. If the book stores disappear a decided loss will be experienced by the agencies working for the uplift and culture of the people. Let us give our best support to the book stores as centres of intellectual light and leading.

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The Railway Law of Canada. By Samuel W. Jacobs, K.C. (Book). John Lovell & Son, Limited, Montreal.

Pocket Atlas of Canada. Containing separate Maps of the Provinces of the Dominion, North America and the World. (Book). The Stovel Company, Winnipeg.

Chansons Populaires du Canada. Par Ernest Gagnon. Cinquieme Edition. (Livre). Librairie Beauchemin, Limitee, Montreal.

Dominion Election Rules of the High Court of Justice for Ontario. With Notes and Forms. By George Smith Holmsted. (Book). George Smith Holmsted, Toronto.

Speeches in Canada by Viscount Milner. (Book). William Tyrrell, Toronto.

Souvenirs Politiques de 1878 a 1890. Recits. Etudes et Portraits. Par l'Hon. Chs. Langelier, C.R. (Livre). Charles Langelier, Quebec.

The Message. By Louis Tracy. Illustrated by Joseph Cummings Chase, McLeod & Allen, Toronto.



LORD MILNER

A Volume of Whose Speeches in Canada has Recently Appeared.

A Visit to the Ian Maclaren of Canada

The Author of "St. Cuthbert's" Tells How
He First Came to Write—His Views on
Canadian Literature — The Man Himself.

"How did I become a writer? I may say that it was largely owing to the influence of my wife, who gave me no rest night or day; women have such creative imaginations. Then at a social gathering one evening I was strongly urged to write. I replied that I would some day, but influential friends, whose opinions I valued, remarked that I should begin at once. On the way home I thought the matter over, and, although it was eleven o'clock when I reached the manse, I inwardly observed: If I am going to begin, why not to-night? I lighted a lamp, and sat down. Before midnight I had completed the first chapter of 'St. Cuthbert's.' I presume if I had not taken de-

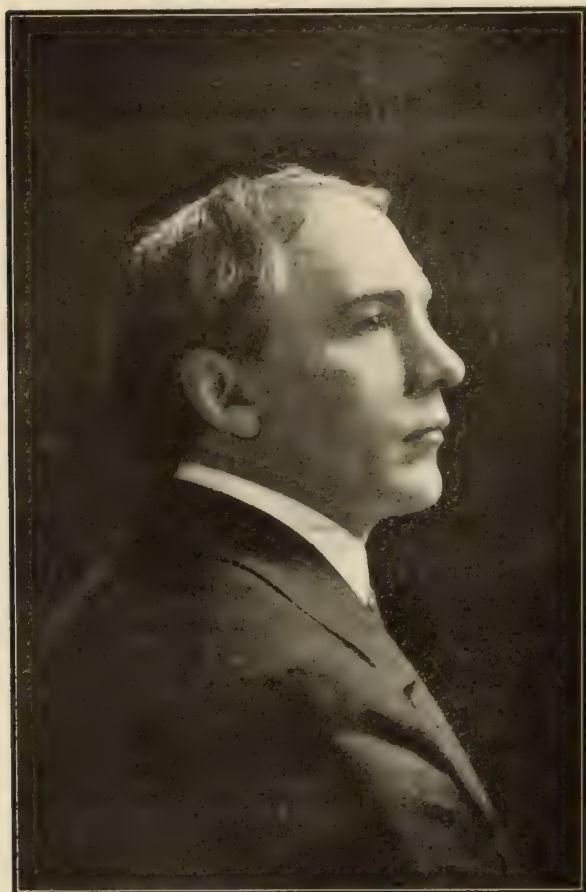
Although a busy man, Mr. Knowles never appears in a hurry. If he were, he could not find time to faithfully attend to the moral and spiritual needs of that historic church which has the largest communicant roll of any Presbyterian kirk in Canada. But somehow he discovers time for much more—time to curl, to hunt, to ride, to golf, to lecture, at least once a week, and to engage in literary pursuits, yet he does not seem overworked. He is no recluse—no self-centered soul—for he gives freely of his talents to public enterprises and in the municipal and educational problems of the town takes a lively interest. He is a member of the Galt Collegiate Institute Board, and frequently addresses the pupils. An inveterate traveler, he has crossed the broad Atlantic on many occasions, visiting Europe and the Mother Country, while there are very few spots in America's wide expanse with which he is not familiar.

An on-looker would think that any one of these pursuits would keep an ordinary being on the move, and the query naturally arises, how does he accomplish so much? Well, here is an outline of diurnal duty. He rises at 7.30 and 9 o'clock finds him in his study. For an hour and a half he gives himself up entirely and unreservedly to literary work, writing on an average about 800 words a day. Although he at times pens as many as 2,000. The next two hours are devoted to sermon preparation, or reading, and then lunch.

His Recreation.

"I do no literary work at night," he declared; "I have never been able to make any satisfactory progress by the mellow glow of artificial light. I find that my pen does not flow freely and my thoughts refuse to surge. I halt and hesitate and soon realize that I am sorting words; so I confine my literary labors to the early morning hours. In the afternoon, from 2 to 4, I play golf in summer and in winter enjoy the royal game of curling. From 4 to 6 I mount my horse and go about my work. I am not boasting when I say that I have the finest saddle-steed in this district. He captured second prize at the New York Horse Show. I thus visit a large number of parishioners, many of whom live in the country, and answer all calls of sickness and distress—and they are not few in number in a congregation the size of Knox Church, the membership embracing 550 families and 1,400 communicants. In the evening I am frequently engaged at the church, the weekly prayer service, the meetings of session, and other gatherings claiming my attention. Rarely do I have a night completely to myself, and, when I do, I spend it reading in my study and count the moments as pure gold. You must put something into the hopper, or the mill will soon cease to grind. The stream will dry up, you know, if its sources of supply are constantly drained and never fed."

Mr. Knowles conducts two services every Sunday, and also takes an active part in Sunday school work. He has been eleven years in Galt and for seven years previous was pastor of Stewarton Presbyterian Church, Ottawa. He has thus seen eighteen years of active, zealous, ministerial life, being ordained in 1891 by the Presbytery of Ottawa. His father, a Presbyterian minister, was a native of Ballymena, Ireland, while his mother was also of Irish



ROBERT E. KNOWLES.

One of Canada's Best Known Novelists.

cisive action that I might still be seriously thinking about entering the field of literature."

Thus Rev. Robt. E. Knowles, pastor of Knox Church Galt, Ont., author of "St. Cuthbert's," "The Undertow," "The Dawn at Shanty Bay" and "The Web of Time," now one of the foremost and favorite novelists of the day, began his literary career, his first work appearing in 1905.

A Busy Life.

I found him the other morning in his den, a spacious ground-floor apartment to the left of entrance of the main hall of the manse, in the solid and staid Scottish town.

extraction, the ancient City of Cork being her birthplace. The natal spot of their gifted and eloquent son and vivid portrayer of Scotch character, was in the little hamlet of Maxville, Ont., in the County of Grey. The celebrated Orangeman, Dr. Sproule, M.P., was already practising in that northern region. "He saw my earliest dawn," Mr. Knowles remarked with a smile.

To-day Mr. Knowles is in his forty-first year, although the casual observer gazing upon the classic features and into the large, luminous eyes of the man, from whose broad brow the silvering thatch of nature is rapidly receding, would make a guess that he should own, at least, to a half-century of existence. "I would rather be young and look old," he observed, discussing the age problem, "than look young and be old, in the same sense that it is better to deserve the good opinion of men and not have it than to have it and not deserve it. You know there is a German proverb which runs, 'Whether men speak well or ill of thee, thou art, therefore, not other than thyself.'"

Of the hobbies of the author-preacher, little more need be added. An ardent devotee of the stane and besom, he can "skip" a game with splendid judgment and skill. With golf-club he steadily vanquished all opponents on the golf links last summer, and forged ahead until he reached the semi-final class—well, never mind what happened then. Lover of the great out-door world, he is fond of hunting and riding, while among his less strenuous forms of exercise are billiards, and in that most scientific hobby he sometimes beguiles an hour, several of his parishioners boasting the necessary table.

His Surroundings.

But amid what surroundings does he do his daily work? His den is large and faces the east, overlooking the Grand River, while, between his residence and the banks of the stream that gives Galtonians a shudder every spring lest it should bestow its usual baptism—cold and relentless—a beautiful terraced lawn greets the eye. From the wide verandah the view is enchanting, and among stately pines the house itself, now occupied thirty years or more as a manse, is one of the historic dwellings and memorable land-marks of passing time in the thriving and deeply religious centre of "New Jedboro." Built three-quarters of a century ago, it was in its day one of the show places of the town. It is commodious and comfortable, typical of the warmth and welcome within. But the study—how ample its proportions, its walls barricaded with bookcases containing two thousand volumes, while in the fireplace the flames burn brightly and on every side are scattered cosy chairs which invite you to recline and remain. There is nothing elaborate about the birth-spot of Mr. Knowles' stories, which throb with human interest and tell with sentiment, tenderness and pathos the tales of men and women fighting the battle of life and tasting of its joys and sorrows, its triumphs and trials, its hopes and fears, its love and loneliness—the record of the human heart.

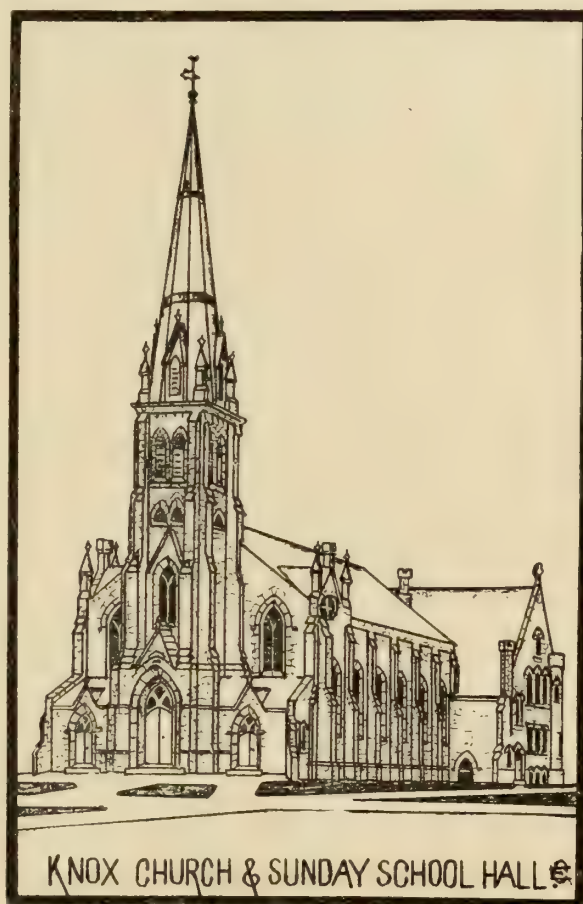
At a severely plain, flat-top desk, Mr. Knowles plies his pen.

"Do you use a typewriter?" I asked.

"Why, I would just as soon do my love-making in public. Use a typewriter! It would destroy the divine afflatus. No, I write every word by hand—but do not think I send that to the publishers"—holding up several closely-written pages of foolscap, the chirography being in small, inky characters—"the printers would have a nice time making out that horrible scrawl, wouldn't they? No, I carefully write what I have to say, as I have told you, at the rate of about eight hundred to two thousand words a day. When my story is finished I call in a typist

and dictate to her, and this I send to the publishers. I generally begin to write a story in November and keep steadily at it until July." (Mr. Knowles is now engaged on another novel which will appear this fall. Its title is "The Attie Guest.") With respect to revisions, the author reads the proofs four times. Three revises are sent, each one succeeding the other, and then comes an O.K. proof, after which the pages are ready to be bound in book form.

In the process of revision interpolations are made, many a paragraph altered and re-written, and in some instances whole chapters so amended that the finished product is at certain times scarcely on speaking acquaintance with the original. An author's work is something like that of a railway builder. Sir Sandford Fleming, the eminent Canadian engineer, and father of the Pacific cable, was with the first surveying party of the C.P.R.



Mr. Knowles' Church in Galt.

that went through the Rockies and in later years he was a passenger in an observation car on the first train crossing the mountains. Contrast the sense of security, comfort and ease of Sir Sandford's experience when rolling through that majestic Alpine region on bands of steel, with his first difficult and dangerous undertaking, and you have a very fair indication of the supreme satisfaction of an author when he sees his task completed, and the feeling he has when he tackles the first chapter.

His Favorite Reading.

Biography is the favorite reading of Mr. Knowles. He revels in its pages and delights in its conflicts and achievements. His heroes are Carlyle and Abraham Lincoln. He regards them as the two most central and outstanding figures of the 19th century in their respective fields, the one as the greatest leader, liberator and states-

man of his country, the other as the fearless, outspoken literary light, commanding character, and dauntless sage of the heather-clad hills.

In his literary and ministerial labors, the author of "St. Cuthbert's" finds no overlapping, no interference, no drawbacks—the one being the complement of the other. To give force and strength, tenderness and truth to his stories, he must be in the current of human endeavor in order to keep the fires of imagination burning and the sympathetic flame aglow. He must be an aggressive actor in the daily drama of life. He finds types of stern, rugged character in the strong, healthy and invigorating make-up of the canny Scot of North and South Dumfries Townships; his characters are all portrayed from the life and pursuits such as he encounters in close contact and touch with these people, their sorrows, temptations, struggles, ideals, pleasures, pursuits and victories. Mr. Knowles unhesitatingly declares that they are a people without veneer or affectation, possessing strong elemental characteristics, clammy and cold, perhaps, to the unknowing, but when the heart is reached, difficult though the process may be, it is equally as difficult to escape.

Mr. Knowles is the first pastor of the historic sanctuary who was not born in the land of the heather and educated in Edinburgh. Some years ago at a meeting of Knox kirk session, when the subject of the country of their birth was referred to, out of the thirty-one elders in attendance, they all proclaimed the "land o' cakes" as the one in which they first opened their eyes. "and," continued their pastor, "they are the best people, the most considerate and indulgent, the most loyal and true, as well as the most affectionate and tender, of any in the world. I have been among them eleven years now, and in all my intercourse there has never been a harsh word—never a bruise. The heart tie of people and pastor is indeed strong."

His Method of Writing.

"In all my writings I follow the human path, and here I may incidentally observe that few, if any, of my flock escape affliction. I find in the course of time that death, disease and sorrow knock at every door. In the great domestic drama, love and loneliness, pleasure and pain, seem ever intermingled. This tends to keep the mind of one, who shares alike in their suffering and triumphs, at a white heat, and, in the interpretation of life and truth, it stimulates the intellect, stirs the emotions, and enlarges the sympathy. If there is any predominant quality in my books, it is the heart element—the human interest—the revelations in many homes as I see and experience them on every side. I believe many writers have in mind the characters and a definite outline of the plot or story before they begin. With me, I may say that I take one or two central, pregnant figures, drawn from local association and insight. In developing my narrative I follow, as it were, the lines of least resistance. My thoughts are liberated as imagination suggests, and I permit circumstances to make the plot. All these seem to come with the characters, and I would rather let the characters unfold the plan than make the plan create the characters. If you will pardon a personal illusion, I may tell you that, in preaching I never write out my sermons, but having my headings or central thoughts before me, I trust to the inspiration and contagion of the audience for the effectiveness and strength of my sermon. If I were asked afterwards—as I have been on several occasions—to repeat what I have said to a stenographer—I am completely at sea; the thoughts refuse to flow; the mind is torpid and sluggish; and the words halting and lame. It is the same in connection with my literary work. A few general characters take entire possession of my mind and intellect,

and on these I rear the superstructure. Experiences take shape and form as I proceed, just as in life's daily record, and the fires of fancy kindle and burn as I commit my feelings and impressions to paper. This is how incidents are created and so situation follows situation until the climax is reached and the story ended."

A Canadian Literature.

"Is there a Canadian literature?" I asked.

"Well, you know that Robert Barr left Canada, his native country, because he said that Canadians were better judges of whiskey than literature. This was a bitter arraignment of the discrimination of Canadians. The critics too often are ready to reach for the black cap, and in literary work I would far sooner be tried by a jury than a judge. The people are, after all, the great jury who render the final verdict. I would say there is a Canadian literature in so far as there can be—in spite of the critics who try to destroy the structure by breaking in the windows and berating those inside. You can never hatch the chicken by smashing the egg."

"What is the future for the young novelist in this country?"

"The development of our national life, the growing literary relish, the culture of intelligence, and increasing wealth, along with a rapidly augmenting population, should make a large market. In the past there may have been a paucity of buyers, but to-day Canadians, other things being equal, are as willing and anxious to buy and read Canadian works as any others. There is really no national literature; all literature is the same in this sense. Adam Bede would have been worth as much being a Canadian story as an English tale. All is the story of life, which is the same in every land where the intensest longings and deepest feelings of the soul find expression. Life is an instrument and all life is uniform. Conflict, strife, fear, joy, love, trial and triumph are seen on every hand. The great Canadian novel that we hear so much about—which has not yet been written—will not be the production of a great Canadian author, but the outpouring of a great Canadian soul. It will not necessarily be historic or national, but will deal with life in every phase.

Leading Authors.

Mr. Knowles, when questioned, as to whom he considered the most outstanding Canadian author, living or dead, replied that of those who had passed "into the silent kingdom," he regarded Archibald Lampman as the sweetest and tenderest singer, rich in color and delicate in harmony, while in the arena of prose writing the most distinguished representative was Judge Haliburton. He established a school in his refreshing sketches of "Sam Slick" and thereby kindled a torch of humor at which scores have vainly tried to light their tapers. Judge Haliburton is known in the literary world to-day more widely than any other Canadian.

Of living Canadian writers, Mr. Knowles remarked that Ralph Connor was undoubtedly the most widely read, appealing strongly to the middle religious classes, particularly in the United States. Sir Gilbert Parker was the most nimble expert, and Norman Duncan was probably the greatest artist in letters. Duncan had lived so long in New York and Parker in England, that they had practically ceased to be Canadian authors. In elemental power, the greatest Canadian poet is William Wilfrid Campbell. Some of his verse is cast in a tyrannic mold and is at times scathing and subtle. His great gift is in giving stirring utterances to the emotions and passions.

"Yes," continued Mr. Knowles, "the literary field is the only one where nepotism does not count, where pull

(Continued on page 64.)

A Survey of the Canadian Literary Field

Conditions Still Dormant—Prospects of an Active Spring Season—Several New Books Announced.

As the year advances, signs of increased activity are to be noted and in the near future several new volumes will see the light. Strange to say there appears to be almost a stagnation in the department of verse, which has always been a strong feature in the ranks of Canadian books.

Poetry.

The publishers state that Robert W. Service's new book, "Ballads of a Cheechaco," is selling in advance at a tremendous rate. Their travelers report very large orders from all quarters. There does not seem to be any falling off either in the demand for his first book, "Songs of a Sourdough," and these two books together will probably reach the highest sales which have yet been recorded in Canada for books of poetry. One dealer has sent in an advance order for "Ballads of a Cheechaco" of one thousand copies. It is very seldom that such large advance orders are reported for any Canadian book.

Description.

There still continues to be a growing interest in books relating to western life. The remarkable sale which the publisher experienced with "Across the Sub-Arctics," by J. W. Tyrrell, and "Through the Mackenzie Basin," by Charles Mair, shows the great interest that Canadian people are taking in the Canadian west and northlands. There have been a number of books published on the Indian life of the great Northwest, and these are to be supplemented now by a new book which is to come from the press of William Briggs on the Indians of the Western Plains. The title has not yet been definitely decided on. The book is written by Mrs. Paget, of Ottawa, and deals with the life and customs of several of the most noted Indian tribes of the great west.

Armand Colin, a French publisher, has issued an important work on British Columbia, written by Albert Metin, a professor at the Ecole Coloniale, and the Ecole des Hautes Etudes Commerciales, of Paris. The physical geography of the country is first reviewed; climate, hydrography and forests are next considered; and then the history of the country, fishing and hunting, agriculture, mining, etc., are treated. Several maps and illustrations are included. The book is very comprehensive.

Fiction.

Amongst the new books soon to be issued from the press of William Briggs is one by Dr. W. J. Fischer, of Waterloo, Ont. Dr. Fischer has made a name for himself as a poet in Canada. Some little time ago The Syracuse Sun said in an article in reference to Dr. Fischer's poetry, "If Dr. Fischer does not become known as one of the leading poets of Canada it will be his own fault." Dr. Fischer has received very high praise from all over the continent in reference to his poetry, and it now remains to be seen just how this first book of fiction will be received by the public. The name of his first venture into the world of fiction is to be, "The Child of Des-

tiny." A striking feature in connection with Dr. Fischer's books will be illustrations made by Signor Cattapani, a noted Italian artist. There will also be pictures by Mr. Lochridge, a Canadian artist.

This month the Copp, Clark Co., Toronto, publish in book form Ernest Thompson Seton's "The Biography of a Silver Fox," which has been running serially in the Century Magazine. In it, under the guise of fiction, the author gives many of the results of his studies of the habits and mode of living of the fox. The book will be illustrated by the author.

Hon. Justice Routhier, of Quebec, has written a novel entitled, "Le Centurion," which is a romance of Mes-sianic times. It is published contemporaneously in Canada, France and Italy, and is to be had from L'Action Sociale, Quebec.

W. Wilfred Campbell's serial story, "In Eighteen Hundred and Twelve," now running in the Westminster, will be issued in book form in May. It will then be given the title, "The Fair Rebel." The Westminster Co. will publish it.

History.

A new edition of the late Sir John G. Bourinot's "Canada," in the "Story of the Nations" series, is announced by T. Fisher Unwin, London. The revision of the book has been carried out by Mr. Edward Porritt, who contributes information on modern railway development in Canada, the tariff system and other political and industrial matters.

The report of the Historiographer of the Education Department of the Province of Ontario for the year 1908 is now out. It deals more particularly with the educational activities of the United Empire Loyalists who settled on the north shore of the St. Lawrence and the margins of Lakes Erie and Ontario. Dr. Hodgins is doing a splendid work in compiling such elaborate records of early education in the province.

John Ross Robertson, proprietor of the Telegram, Toronto, has just issued Volume V. of his "Landmarks of Toronto." This latest volume deals principally with maps and plans of the city. (\$2).

Biography.

The Upper Canada Tract Society, Toronto, publish the life of Rev. Thomas Bone, a revered missionary to the sailors on the Great Lakes, whose death occurred a few years ago. The story of his life is told by the Rev. Jesse Gibson.

Robert Machray, a nephew of the late Archbishop Machray, of Rupert's Land, the first Primate of Canada, is at work upon a biography of the deceased prelate. Mr. Machray is also a novelist, having a story entitled, "The Disappearance of Lady Diana," on the spring list of Everett & Co., London.

"A Bishop in the Rough," the record of eight adventurous years in the early life of Dr. Sheepshanks, the present Bishop of Norwich, is to be published shortly by Smith, Elder & Co., London. The bishop was one of the pioneer clergymen of British Columbia, and part of the

book is taken up with his missionary experiences among the gold miners and Indians. It is edited and supplemented by the Rev. D. Wallace Duthie and has several illustrations.

A few weeks ago William Briggs put on the market the first volume of the Canadian Hero Series, "The Story of Isaac Brock," by W. R. Nursey. This book is having extraordinary success, being highly commended by public men, educationists, literary men and the press in general. This publisher now announces a book which although it is not in the Hero Series, is somewhat analogous in title, it being called, "Heroines of Canadian History." This book is written by W. S. Herrington, of Napanee, and it promises to be a very useful volume, especially for school purposes.

Dr. Henry J. Morgan, that indefatigable worker, has almost completed his MS. for his new edition of "Canadian Men and Women of the Time." Dr. Morgan's books have proved to be so useful to all public men and literary men that they need no introduction to the public. This new edition promises to be one of the most useful volumes which Dr. Morgan has ever prepared and the publisher hopes to have it on the market now within a few months. William Briggs, who issued the previous volume, will be the publisher of this one.

Morang & Co., Toronto, publishers of The Makers of Canada series, have in preparation a very complete general analytical index of the twenty volumes comprising the series. The index volume will be uniform with the set and will contain such supplementary matter as will round off the series. The compilation of the index is in the competent hands of William D. LeSueur, B.A., LL.D., F.R.S.C.

Rev. John Craig, one of the missionaries to India of the Baptist Church of Canada, has written the story of his experiences, in a book entitled, "Twenty Years Among the Telugus," published by the Baptist Book Room, Toronto. (Cloth, \$1).

Miscellaneous.

A great deal of attention is being given nowadays to the boy question. Dr. George A. Dickinson, of Port Hope, Ont., has been interested in boys for a number of years and has made a study of the boy problem. Dr. Dickinson is of a very sympathetic nature and appreciates the boy side of life. After studying this question for years Dr. Dickinson thought it might be well to embody his ideas and the results of his investigations in a book, and this is to be issued very shortly from the press of William Briggs, under the title of "Your Boy: His Nature and Nurture." Dr. Dickinson, who is quite an amateur photographer, has in his day taken a great number of pictures of boy life depicting them in all kinds of incidents, mischievous and otherwise. These pictures add a great deal to the interest of the volume and it promises to be the best solution of the boy problem yet issued.

A little book which will be useful as a gift book is soon to be issued by William Briggs. It is compiled by Miss Mabel Clint, of Montreal, and is to be entitled, "The Empire Birthday Book." This book will be gotten up in the form in which the usual birthday books are made, but it will contain a verse for each day selected from British poets. The publisher hopes to have this on the market very shortly.

The twenty-third annual number of "Le Canada Ecclesiastique," containing full information concerning the Roman Catholic diocese of Canada, with an alphabetical list of priests and an index of parishes and missions, has

been published by Cadieux & Derome, Montreal. It is illustrated.

"The Interpreter's Commentary on the First and Second Corinthians and Galatians," by Professor John E. McFadyen, of Knox College, Toronto, has been published by the Westminster Co.

The public will welcome the new 1909 edition of the unique booklet containing "5,000 Facts About Canada," issued by the Canadian Facts Publishing Co., 667 Spadina Avenue, Toronto, and compiled by Mr. Frank Yeigh. It is easy to understand its popularity, and the fact that 30,000 copies have been sold not only throughout the Dominion, but in every part of the Empire and the United States, and recently one of the universities of Japan secured copies. Following the idea of a fact in a sentence, and their self-indexing alphabetical arrangement under such heads as Agriculture, Banking, Commerce, Fisheries, Marine, Mining, and so on to the West and its wheat, every phase of our commercial and manufacturing life is covered, as well as many others such as Temperance, Religion, History and the like.

Rev. D. McLean, of Charlottetown, P.E.I., has issued in pamphlet form, "The World or the Soul," being one of his sermons.

"Speeches in Canada by Viscount Milner," is an attractive little volume containing the speeches delivered by Lord Milner during his visit to Canada last fall. It is published by William Tyrrell & Co., Toronto; cloth-bound with leather back, 75 cents.

"Strangers Within Our Gates—Coming Canadians," by James S. Woodsworth, D.D., superintendent of the All Peoples' Mission, Winnipeg, has been published by the Young Peoples' Forward Movement Department of the Methodist Church. It is not a religious book in the ordinary sense, but a valuable sociological study.

TWO RECENT BOOKS.

LETTERS TO A BUSINESS GIRL. By Florence Wenderoth Saunders. Chicago: Laird & Lee. Paper covers 25 cents. The personal experiences of a business woman contained in letters to her daughter, replete with practical information regarding the perplexing problems of a girl stenographer.

A STANDARD BIBLE DICTIONARY. Edited by Melanethon W. Jacobus, Edward E. Nourse, Andrew C. Zenos and others. One volume, large quarto, 950 pages, 300 illustrations. New York: Funk & Wagnalls Company. Cloth \$6.00; half morocco \$10.00; full morocco \$12.00; all net. This admirable one-volume guide to the Scriptures is the joint product of thirty-seven Bible scholars, who represent no less than seven denominations of the Protestant Church in America, Great Britain and Germany. It embraces the languages, literature, history, biography, manners and customs, and theology of the Bible. It contains a mine of information which has never before been made so practically available to the reader. The critical position of this new work differs materially from that of speculative criticism on the higher plane. It is necessarily committed to the acceptance of the proved facts of modern scholarship, but no attempt has been made to ignore what reverent critical scholarship has brought to light regarding the Bible. In pronunciation features, in indexing devices, in illustrations and maps, and in typographical aids, it is well equipped and, taken all in all, it is a most valuable compendium of information for the Bible student.

What the Publishers are Providing for Canadian Readers

Many New Novels Announced—
Some More Solid Works Being Im-
ported—New Editions Called For.

The Copp, Clark Co. have ready a 50-cent edition of "Told in the Hills," by Marah Ellis Ryan.

"The Statesman's Year Book, 1909," will be issued about the end of the month by the Macmillan Co.

The Copp Clark Co. will have ready very shortly "Fraternity," the new novel by John Galsworthy.

A new supply of Agnès C. Laut's "Conquest of the Great Northwest" has been received by the Musson Book Co., Toronto.

A paper cover edition of "The Weavers," by Sir Gilbert Parker, is being issued this month by the Copp, Clark Co. (75 cts.)

Ernest Seton Thompson's new nature book, "The Biography of a Silver Fox," has been added to the Copp, Clark Co.'s list. (\$1.50.)

The Macmillan Co. of Canada will publish next month a new novel by Gertrude Atherton, the title of which has not yet been announced.

The library and pocket editions of "Our Mutual Friend," by Charles Dickens, will be added this month to the Macmillan series of Dickens' novels.

Of their spring fiction, the Macmillan Co. of Canada have now ready "One Immortality," by H. Fielding Hall, and "The Straw," by Rina Ramsay.

The Musson Book Co. are issuing a dainty new pocket edition of the works of Maurice Maeterlinck, including "The Life of the Bee," "The Treasure of the Humble," "Wisdom and Destiny," etc. These are published in cloth at 90 cents and leather, \$1.25.

There is a probability that William De Morgan's new book will not be called "Blind Jim" after all. He himself does not like this title and will likely change it to "It Never Can Happen Again." Mr. De Morgan says it is a longer story than "Joseph Vance" or "Somehow Good."

Three useful reference books are scheduled for spring publication by the Musson Book Co. They are "250 Universal Secrets," compiled by Charles J. Musson; "Us Two Cook Book," compiled by Jennie B. Williams, and "The Canadian Letter Writer, a Complete Epitome of Correspondence," edited by W. C. Bell.

A very interesting book has just been placed on the market by William Briggs entitled "Letters of a Japanese Schoolboy," by Wallace Irwin. These letters are very humorous indeed. Wallace Irwin made quite a success with his "Love Sonnets of a Hoodlum" and "Nautical Lays of a Landsman." The book is nicely illustrated, which will do a great deal to help the sale.

What Talbot Baines Reid is to the English schoolboy so Ralph Henry Barbour is to the American boy. He has written a number of fascinating stories of school life in the United States, and a new book has just come from his pen entitled "Forward Pass," a story of Yardley Hall school. These books are selling well in Canada, and William Briggs is carrying a stock for the trade.

The "Unofficial Letters of an Official's Wife," by Edith Moses, is the title of a volume of actual letters which Mrs. Moses, the wife of Prof. Moses, wrote from the Philippines to her relatives in the United States. They describe in a very interesting and charming manner life in the Philippines, cleverly written, amusing and instructive. William Briggs is handling this through the trade.

Cassell & Co., publishers of "The People's Library," are adding fifteen new volumes to the series this spring, including "Guy Mannering" and "Heart of Midlothian," by Scott; "Hard Cash," by Charles Reade; "Barchester Towers," by Anthony Trollope; "Peter Simple," by Marryat; Southey's "Life of Nelson" Poe's "Tales of Mystery and Imagination" and Farrar's "Life of Christ."

A. C. McClurg & Co., Chicago have now ready their novel of theatrical life, "Bill Truetell," by George H. Brennan, illustrated by James Montgomery Flagg. It is the story of an old school manager's vicissitudes in touring the East. At his first stopping place his leading soubrette leaves him and a stranded vaudeville artist takes her place, becoming a new inspiration in Truetell's life. The book is essentially true in spirit and largely in incident.

We have had many volumes of motoring in Europe, both travel and fiction. We are now to have a book about motor boating in Europe, which is called "Across Europe in a Motor Boat," by Henry C. Rowland. The book is beautifully illustrated, containing over 50 sketches and is a delightful narrative of the trip of Mr. Rowland and two friends through an inland journey of 7,000 miles by way of the Seine, Rhine, Danube and the Black Sea. This is one of the most entertaining travel books of the year. William Briggs is supplying it in Canada.

Hall Caine, that eccentric literary genius from the Isle of Man, has just issued a book which he calls "My Story." In this he gives his recollections of the first twenty-five years of his life, with many incidents in connection with the first friendships he formed with some of the noted literary men of his time. Hall Caine was intimately associated with Rossetti, John Ruskin, R. D. Blackmore, Robert Buchanan, Wilkie Collins, and many others of the noted literary men of England. The book is illustrated, and is being sold at \$2.00 net. William Briggs is handling this extensively through the trade.

"The Delafield Affair," by Florence Finch Kelly, is the second novel on McClurg's spring list. This is a stirring tale of love and revenge in the Southwest. Curtis Conrad, superintendent of a ranch near Golden, New Mexico, has sworn to kill the man who ruined his father's fortunes. He confides his purpose to his friend Aleck Bancroft, who seeks in vain to dissuade him from it. Meanwhile Conrad falls in love with Luey, Bancroft's daughter, and when a shady politician tells him that Bancroft is the owner of an assumed name and is the man he seeks to kill he naturally spurns the idea. Such is the situation with which the author confronts her readers in the beginning of "The Delafield Affair."

Brief Reviews of Some Recent Books

"Letters of Jennie Allen" one of the Most Amusing of the Season's Books—Other Good Stories.

The flood of spring fiction is now at its height and there is no lack of novelty on the booksellers' tables, even if there is a dearth of out-of-the-ordinary books. From the mass of the season's novels, we select a few, which have appeared in Canadian editions, discussing them from the descriptive rather than from the critical point of view.

A Divorce Problem.

I AND MY TRUE LOVE. By Mrs. H. A. Mitchell Keays. Toronto: McLeod & Allen. Cloth \$1.25. Another addition to the ranks of society novels, with a commentary on the divorce problem. In this book the divorced couple had parted as the result of the husband's abstraction in his work and the wife's devotion to amusement. A daughter had been born, who continued to live with her father. The wife had meanwhile married again and at the period of the story was a society leader and a widow. The scheme of the novel is the re-union of the divorced couple, through the unconscious influence of the girl.

A Strange Personality.

DAVID BRAN. By Morley Roberts. Boston: L. C. Page & Co. Cloth \$1.50. There can be no denying the compelling power of this extraordinary story. If it lacks charm and tenderness, it has at least an overwhelming share of passion. The mighty figure of the fearless fisherman, David Bran, dominates its pages, dividing his love between the elusive dark maiden of the Headland, Lou Trevarris, and the golden-haired Kate Poldrew, and struggling against the influence of his strong-willed mother. The solution of the dual-love



DAVID BRAN,
Hero of Morley Roberts' New Novel
of That Name.

problem forms the basis of the story. Whether it was sufficient or no rests with the reader to decide.

A Clever Letter Writer.

LETTERS OF JENNIE ALLEN. By Grace Donworth. Toronto: McLeod & Allen. Cloth, \$1.25. Judged from the literary standpoint, Jennie Allen was an impossible



GRACE DONWORTH
The Author of "Letters of Jennie Allen."

letter-writer. She mangled spelling and grammar and played sad havoc with capitals and punctuation. But hers was a great big human heart and the man or woman who can read her letters, without feeling inspired to be and do better, must be indeed a soulless wretch. Jennie Allen's letters are written to a lady, who had evidently taken an interest in her, but so far as the story is concerned, the absent correspondent plays no part in it. The letters picture life in the home of poor but respectable working people in an American city. There is Jennie's brother, Jim, his wife, Mame, and their children, a sister Mandy, and two or three roomers, of whom Mr. Spinney, an insurance solicitor, turns out to be the hero of Jennie Allen's life. The sayings and doings of this household form the theme of the letters and very interesting does Jennie Allen make them. The jokes of the men-folk, the peculiarities of the women-folk and the pranks of the children are narrated in guileless simplicity. It is a capital book and should bring enjoyment to many a weary reader of less human literature.

Miscellaneous.

CONFESSIONS OF A PALMIST. Raey Tales. By Clivette. Chicago: Laird & Lee. Paper covers 25 cents.

LIFE IN THE NAVY. By Thos. Beyer. Chicago: Laird & Lee. Paper covers 25 cents. This book is published by special authority of the U.S. Navy Department, and is endorsed by President Roosevelt and the leading naval authorities. It is also issued in cloth binding at \$1.25.

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Brantford.

1. Cy. Whitaker's Place. By Joseph C. Lincoln. McLeod.
2. Septimus. By W. J. Locke. Frowde.
3. My Lady of the Snows. By Margaret A. Brown. Briggs.
4. Letters of Jennie Allen. By G. Donworth. McLeod.
5. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
6. Peter. By F. H. Smith. McLeod.

Calgary.

1. Lonesome Pine. By John Fox, jr. McLeod.
2. Septimus. By W. J. Locke. Frowde.
3. Lewis Rand. By Mary Johnston. Briggs.
4. Peter. By F. H. Smith. McLeod.
5. Adventures of Joshua Craig. By D. G. Phillips. Briggs.
6. Lady of the Decoration. By Frances Little. Musson.

Charlottetown.

1. Anne of Green Gables. By L. M. Montgomery. Page.
2. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
3. Man from Brodney's. By G. B. McCutcheon. Briggs.
4. Barrier. By Rex E. Beach. Musson.
5. Lonesome Pine. By John Fox, jr. McLeod.
6. Riverman. By S. E. White. Musson.

Guelph.

1. Songs of a Sourdough. By R. W. Service. Briggs.
2. 54-40 or Fight. By Emerson Hough. McLeod.
3. Joshua Craig. By D. G. Phillips. Briggs.
4. Peter. By F. H. Smith. McLeod.
5. Lonesome Pine. By John Fox, jr. McLeod.
6. Web of Time. By R. E. Knowles. Revell.

Hamilton.

1. Septimus. By W. J. Locke. Frowde.
2. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
3. Web of Time. By R. E. Knowles. Revell.
4. Red Mouse. By W. H. Osborne. Briggs.
5. 54-40, or Fight. By E. Hough. McLeod.
6. Peter. By F. H. Smith. McLeod.

Kingston.

1. Story of Old Kingston. By A. M. Machar. Musson.
2. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
3. Holy Orders. By Marie Corelli. Briggs.
4. The Governors. By E. P. Oppenheim. Briggs.
5. Salthaven. By W. W. Jacobs. Copp.
6. Peter. By F. H. Smith. McLeod.

London.

1. Septimus. By W. J. Locke. Frowde.
2. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
3. Knack of It. By C. B. Loomis. Frowde.
4. Lewis Rand. By Mary Johnston. Briggs.
5. Queen Alexandra's Book.
6. Lonesome Pine. By John Fox, jr. McLeod.

Peterboro.

1. Lonesome Pine. By John Fox, jr. McLeod.
2. Peter. By F. H. Smith. McLeod.
3. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
4. Holy Orders. By Marie Corelli. Briggs.
5. Lewis Rand. By Mary Johnston. Briggs.
6. Man from Brodney's. By G. B. McCutcheon. Briggs.

Quebec.

1. Making of Canada. By A. C. Bradley. Copp.
2. Treasure Valley. By Marian Keith. Westminster.
3. Diva's Ruby. By F. M. Crawford. Macmillan.
4. Dominic Wildthorne. By Joseph Hocking. Copp.
5. Angel. By G. Thorne. Dillingham.
6. Riverman. By S. E. White. Musson.

St. John.

1. Anne of Green Gables. By L. M. Montgomery. Page.
2. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
3. Lonesome Pine. By John Fox, jr. McLeod.
4. Man from Brodney's. By G. B. McCutcheon. Briggs.
5. Septimus. By W. J. Locke. Frowde.
6. Lewis Rand. By Mary Johnston. Briggs.

Toronto.

1. Septimus. By W. J. Locke. Frowde.
2. Peter. By F. H. Smith. McLeod.
3. Holy Orders. By Marie Corelli. Briggs.
4. Lorimer of the Northwest. By Harold Bindloss. McLeod.
5. Lonesome Pine. By John Fox jr. McLeod.
6. Catherine's Child. By Mrs. Henry de la Pasture. Briggs.

Winnipeg.

1. Anne of Green Gables. By L. M. Montgomery. Page.
2. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
3. Web of Time. By R. E. Knowles. Revell.
4. Life of Dr. Robertson. By Ralph Connor. Westminster.
5. Lewis Rand. By Mary Johnston. Briggs.
6. Illusive Pimpernel. By Baroness Orey. Copp.

Montreal.

1. Diana Mallory. By Mrs. Ward. Musson.
2. Lonesome Pine. By John Fox, Jr. McLeod.
3. Septimus. By W. J. Locke. Frowde.
4. Araminta. By J. C. Snaith. Briggs.
5. Jewelled Ball. By Mrs. Guest. Cambridge.
6. My Lady of the Snows. By M. A. Brown. Briggs.

Summarizing.

- A 1st place counts 10 points.
A 2nd place counts 8 points.
A 3rd place counts 7 points.
A 4th place counts 6 points.
A 5th place counts 5 points.
A 6th place counts 4 points.

Canadian Summary.

	Points.
1. Lonesome Pine. By John Fox, Jr.	85
2. Septimus. By W. J. Locke	71
3. Sowing Seeds in Danny. By Nellie L. McClung.	72
1. Peter. By F. H. Smith	67
5. Holy Orders. By Marie Corelli	48
6. Lewis Rand. By Mary Johnston	33

NOTE—Owing to pressure on our space we are compelled to omit the lists sent in this month from Belleville, Chatham, St. Catharines, St. Thomas, Moncton and Stratford.

1909

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ba Stretton, E. M. Wilmot-
Buxton, and other notable
writers.

Watch for their special an-
nouncements.

1909

A VISIT TO IAN MACLAREN OF CANADA.

(Continued from page 58.)

goes for naught. Officialdom and influence yield you nothing. Readers place a ban on no one, and the production of a son of a chimney-sweep, if worthy, is as welcome to a magazine or publishing house as that of the scion of a millionaire, and is accorded as enthusiastic appreciation. The only force that tells in this battle is merit, pure and simple—the ability to personally ‘deliver the goods.’

“As to the methods which should be employed to increase the interest of young Canadians in books, our public school readers should, where merit warrants it, contain selections in prose and verse, from Canadian authors,” added the speaker.

The most famous pulpiteer in America, Rev. Dwight Hillis, was once prevailed upon to write a book. It was thought that, as he was such an outstanding figure and so commanding an orator, a production from his pen would immediately meet with success. The work was an awful failure.

“There is an intrinsic judgment seat in literature, sovereign and arbitrary,” continued Mr. Knowles, “and a novel depends for its success on the real worth of its power to grip. The distinctive quality of fiction is its original creation. A great name in some other arena, or the unbounded popularity of a previous work, does not avail. It is no warrant for success; no guarantee of a wide sale. A publisher cannot tell what is going to take and what is not. I suppose the most widely read book in America was ‘In His Steps,’ by Chas. M. Sheldon. The manuscript was offered to the Fleming H. Revell Co., who returned it. In less than six months, so insistent had become the demand, they had to purchase 225,000 copies to meet the wants of their patrons. A writer or a publisher, could he foresee the future, would indeed be happy. Many an author has written a work for which there was a universal call, and the publisher, to secure his next production, has paid him a royalty in advance. In not a few instances a succeeding book from the same pen has not met with one-quarter the sale of its predecessor. One can never tell, to use a colloquial expression, how a book will ‘catch on.’ My publishers tell me that Canadians, population considered, are the best book-buying people in the world. In other words, the residents of Canada in proportion to their number, purchase more copyright works than the citizens of any other country.”

“Yes,” he concluded, “many writers are pursuing the same path, all clamoring for recognition, and patterning their product after some original who has blazed the way, but the work that will live will not be after any particular type of fiction. It will be the outpouring of a great soul, the recital of human experience, the liberation of imagination—something that will have strength, tenderness and freedom as well as the power and pathos to stir and stimulate those making their way along life’s rugged road, with new hope, fresh courage, and unfaltering faith.”

—G. B. V. B.

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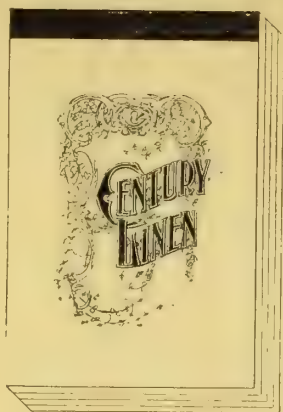
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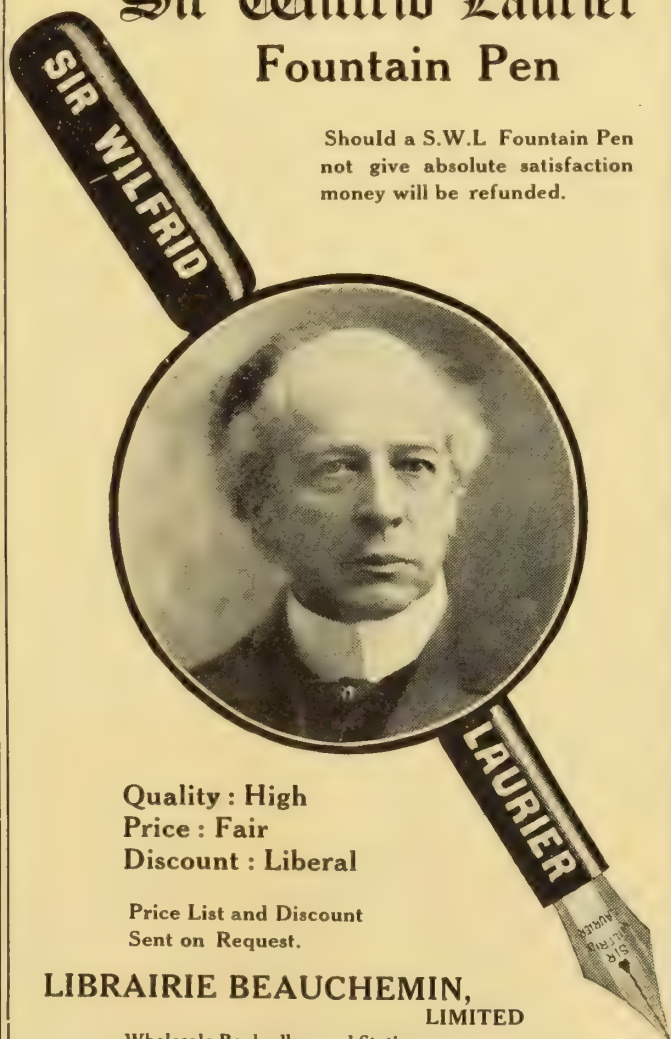
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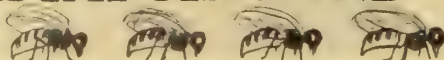
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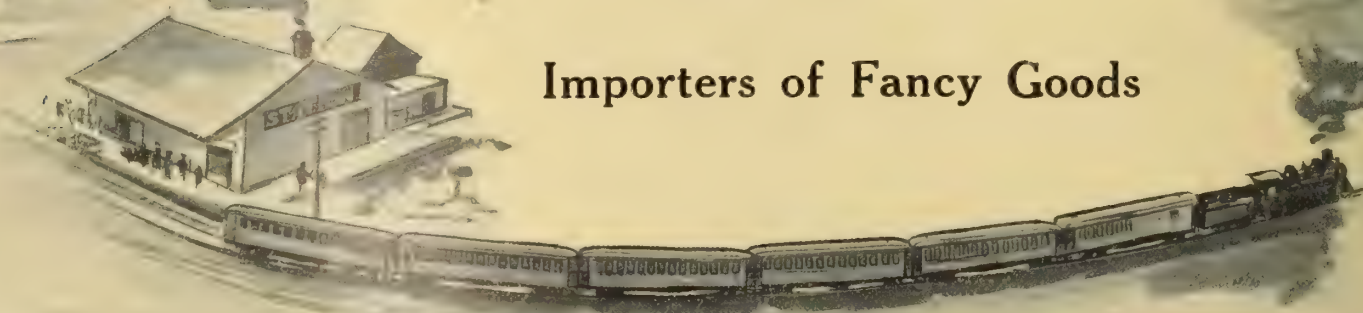
THE BEE THAT GETS THE HONEY DOES NOT STAY AROUND THE HIVE



Never was a truer word spoken and never can it be more appropriately applied than in the case of those merchants who fail to come and see our 1909 displays of import fancy goods samples, which are now open in TORONTO, MONTREAL, WINNIPEG and St. JOHN. Nobody can estimate the extent and importance of this huge collection of samples unless he or she comes and sees them. Nothing that we can print will do justice to them. We can simply say that after thirty-one years' experience we have never had a better-looking or more varied and extensive line of samples than we are showing this year. And prices will be found right—not too much high-priced stuff and not too much cheap stuff—just a happy medium. Therefore, if the trade want to get the honey next fall, when holiday business begins, they will have to bestir themselves while the flowers of opportunity blossom. A hearty welcome awaits every visitor to our showrooms.

**Warwick Bros. &
Rutter, Limited**
TORONTO

Importers of Fancy Goods



A TRIP THAT PAYS

ALL THE LEADING WHOLESALE Stationery and Fancy Goods Houses SELL GOODALL'S PLAYING CARDS

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A. O. HURST - 24 Scott St., - TORONTO



## Honest Fountain Pens

UNDER YOUR OWN IMPRINT

As you or we would understand it, an honest fountain pen is one which lives up to its guarantee. That's what the customer expects, too. If you have **your** imprint on a pen how important it is that it should be all right. With S.&B. Fountain Pens you take not the least possible chance.

They are made of the very best materials by the highest skilled workmanship. We are the largest manufacturers of fountain pens for imprint orders in America, and we regularly supply the biggest stationery and jewelery houses in Canada and the U.S. All our pens are backed by an absolute guarantee. We give the dealer a good profit, and our advertising helps him to sell the goods.

## SANFORD & BENNETT CO.



Manufacturers of Fountain, Stylographic and Gold Pens for foreign and domestic trade

Patentees of the "Autopen" (Self Filler), the "Gravity Stylo Pen," and the "Commercial Fountain Pen."

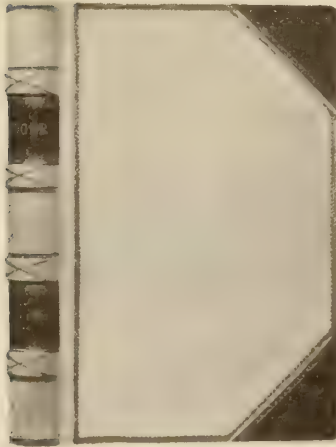
Jewelers' Court, 51-53 Maiden Lane, NEW YORK



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Every Style, Description, Size, Pattern—  
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On advice of the Medical Fraternity, the London (England) School Board are using slates exclusively in the junior classes. The reason for this is that slates have been proved to be more sanitary than paper, and, furthermore, that the glare from paper not infrequently impairs the sight.

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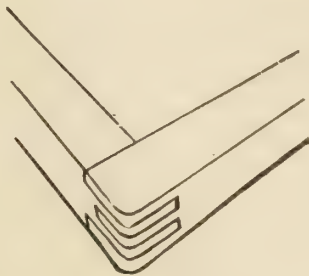
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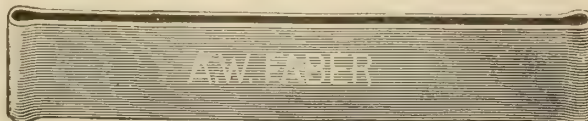
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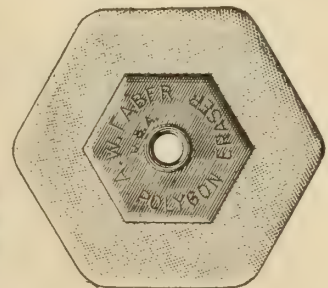
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The Show Card sells it  
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The only clip that gives  
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One dozen  
on a card.

German Silver,  
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Rolled Gold,  
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Discount to the Trade on  
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## Carter's Carmine Fluid

a brilliant red which will not  
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**Takes Away the Chance for Complaint**

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will please your most fastidious customers.  
Flows freely, does not corrode the pen.

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The

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They will pay you handsome profits.  
Carry them as a side line.

For Price Lists and Trade Literature write

**Ward & Co.,**

13 St. John St.,

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## Some Suggestions About School Supplies

**W**E venture to say that there isn't a dealer in Canada handling school supplies who doesn't want to make 1909 his banner year. There isn't a dealer who won't be delighted to see bigger crowds of school children buying their necessities at his store. The question is, how is it to be done? The first essential is undoubtedly to get the goods that will attract buyers. If you can secure the newest, brightest and most novel goods on the market, business is bound to come to your store. We can confidently state that our 1909 collection of school goods fulfills all these requirements. And why shouldn't it? We have the artists, the equipment and the men to turn out the very best.

## Practical Pointers About Papeteries

**P**APETERIES have become one of the essentials of the holiday stock. Papeteries are not staples, however, and unless a dealer buys wisely, he is liable to end the year with a surplus of unsaleable goods. If he will be guided in his buying by the experience of men who know and will patronize a house that leads the styles, he is reasonably safe. Without undue boasting, we lay claim to being leaders in papeterie styles in Canada, simply because we are spending lots of money to retain the services of men who know how to make the most novel and artistic goods.

**Warwick Bros. & Rutter, Limited**

Wholesale  
Manufacturing Stationers

**Toronto**

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## Series of Christmas Cards

## for 1909 Calendars Dance Programmes

## Masonic Stationery and General Card Stationery



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The "Pearl" Artistic  
Stationery Works

*Established 1878*

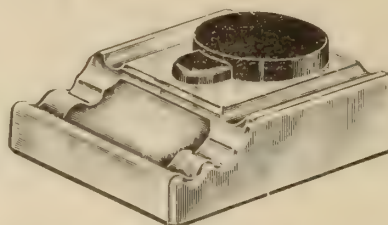
BRADFORD - ENGLAND

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"Just enough ink to ink the pen"

Small  
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Shows  
Our  
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Retail  
Price  
75c.



Large  
Cut  
Shows  
Our  
No. 35

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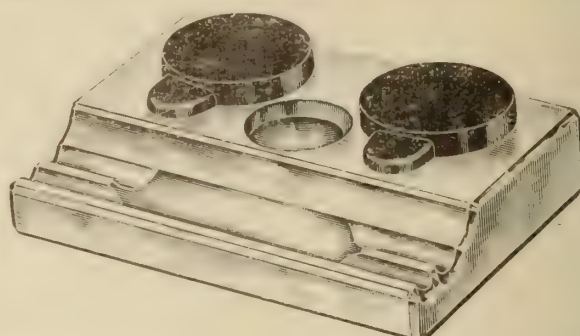
Victor Inkstands keep ink clean and liquid, having an extra large capacity with only a very small exposure to the air. Easy to clean and fill - cannot upset; covers move so easily that they can be opened and closed with the pen point.

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354 BROADWAY

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SEASON  
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Our  
Samples are  
Now Complete

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QUITE NEW IDEAS IN

## Calendars and Texts

CALENDARS from 1d to 2s. each.

BOOKLETS, CHRISTMAS CARDS,  
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CARDS, TEXT CARDS, POST CARDS

*We shall be pleased to hear from YOU!*

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9 & 10 REDCROSS STREET, LONDON, E.C.



# THE SAMPLES OF OUR 1909 CHRISTMAS CARDS HAVE NOW ARRIVED

And We Are Quite Ready For Orders

We are ready with one of the grandest showings of Christmas Booklets, Cards and Post Cards it has ever, perhaps, been our pleasure to announce. We do not want to take up much space in praising our 1909 cards—just enough to give you some salient facts regarding them.

We mention, particularly, "For the Empire Series" (St. Luke's Press), Hills and Co., Ltd., England; and "Quality Cards," the product of one of the foremost manufacturers of Christmas Cards in America.

## For the Empire Series

Embossed parchment covers; inserts—good luck emblems, neat designing. Pebbled ingrain covers, reproductions from celebrated paintings.

To Retail at 5c. Each

Embossed parchment covers; inserts—good luck emblems, friendship greetings. Heavy card covers, embossed; unique designing. Pebbled ingrain covers, Hands Across the Sea, reproductions. Parchment covers, neat lettering; verses by Gretchen.

To Retail at 10c. Each

Embossed parchment covers; inserts—Egyptian good luck emblems and good luck wishes. Pebbled ingrain covers, pressed flowers from the Holy Land; Harrison-Fisher pictures, etc.

To Retail at 15c. Each

Embossed parchment covers, deckled edges; hand-painted flower designs; mother-o'-pearl globe on cover, holly design; globe embossed in gold; prehistoric views; reproductions.

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Others to Retail up to 50 Cents Each

## Truly Canadian

Names of different provinces, embossed in gold on parchment covers, letters formed of heads of wheat; sheaf of wheat in gold, maple leaves in colors entwining.

Coats of arms of various provinces, embossed in gold and colors on covers, also coats of arms of different cities.

Poinsettia flower—symbol of good will, embossed on cover in rich red; also hand-painted.

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## Quality Cards

Christmas and New Year's Cards and Post Cards

Cards are gotten up in form of a letter, artistically printed, fancy lettering, on first quality linen paper. Put up in hand-made linen envelopes.

Cards contain suitable greetings, with verses and thoughts expressive of the Christmas spirit, by Dickens, Robert Louis Stevenson, Whittier, Cardinal Gibbons, Rev. Henry Van Dyke, etc.

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Then there are fold-overs, suitable greetings, Christmas and New Year's wishes, in envelope.

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Also a complete line of cards, small, for enclosure in Christmas parcels; suitable holiday designing; neat embossing; crisp Christmas messages; special ones for the children; in envelope.

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Also—CASTELL'S CALENDARS; handsome lithographing, tasty embossing; cut-out designs, Holly, Robins, Purple Violets; Golden Days, Time's Footsteps, etc. Desk or Study Calendars, separate slip for each month; frame of dainty flower design. To Retail at from 5c. to 25c. Each.

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Specialties:  
Modern Heliotype  
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**Post** Very fine  
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Winsor & Newton's Oil Colors  
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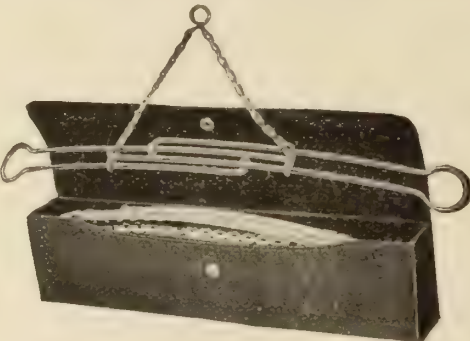
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A. D. 1833

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1851

### ASSURANCE COMPANY.

**FIRE**

**AND**

**MARINE**

HEAD OFFICE—TORONTO, ONT.

Assets over

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3,609,000

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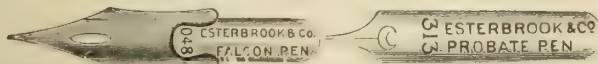
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MADE IN ALL STYLES



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Turned-up Points, 477, 531, 1876.

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**IMPORTANT**

Dear Mr. Stationer,

Please take note that the renowned Waverley Pen—the Boon and Blessing—can now be obtained as a Fountain Pen, with massive 14-ct. gold Waverley nib, iridium pointed. Trade prices and illustrated lists sent on application, per return mail.

Faithfully yours,

Waverley Works, **MACNIVEN & CAMERON,**  
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**SPENCERIAN  
STEEL PENS.**

The Standard Brand in United States for over fifty years, among expert and careful writers, and recognized by accountants and correspondents as

**THE BEST**

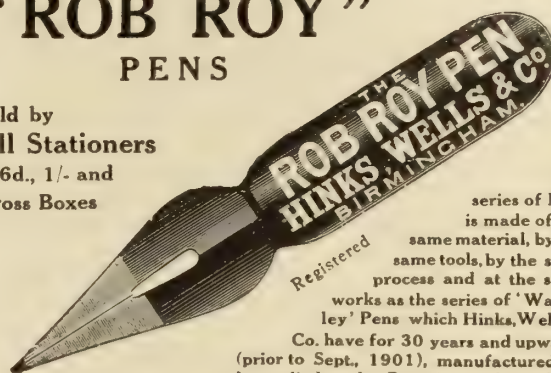
Works: BIRMINGHAM, ENGLAND

Imported by all the leading stationers in Canada.

Proprietors: Spencerian Pen Co., New York

**“ROB ROY”  
PENS**

Sold by  
**All Stationers**  
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This series of Pens is made of the same material, by the same process and at the same works as the series of 'Waverley' Pens which Hinks, Wells & Co. have for 30 years and upwards (prior to Sept., 1901), manufactured for and supplied to the Proprietors thereof.

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OTHER things being equal, Canadian-made carbon paper is the best in the world. It can carry a larger amount of pigment and still not smudge. In addition, we use the highest grade of English mineral colors—not anilines which fade out in a short time. We make carbon paper for dealers only. Let us explain with samples and prices.

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Factory, 176-178 Richmond Street West, Toronto

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The most perfect album ever published. Requires only to be seen to be appreciated. Best British Manufacture. Holds either 6 upright or oblong Cards all on one page. No Corners of Cards protrude on either side of leaf but are perfectly protected. Published in five different Bindings, to hold 300, 400 and 500 Cards respectively, and retailing from 6s. to 18s. each. Specially suited for use on Shop Counters for exhibiting Picture Post Cards.

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13, New Street, Covent Garden, London, W.C., England  
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MAY BE HAD OF ALL WHOLESALE AND EXPORTERS

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THIS  
ONE ?**

**JOHN HEATH'S PENS**  
Supplied by leading Wholesale Houses in Toronto and Montreal.  
London (Eng.) Export Agency :  
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Base Balls, Gloves,  
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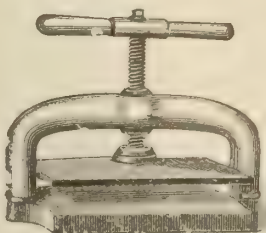
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Be sure and see our selection and get our quotations before placing your orders elsewhere.

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The James Smart  
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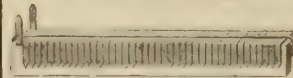
### The Acme No. 2 Binder

This is a machine that drives a flat staple that holds. It penetrates the thickest and toughest paper and will not tear the thinnest. Easy and convenient to work and will not get out of order, because it is simply made.

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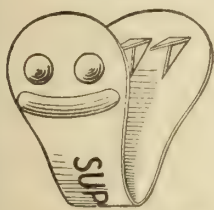
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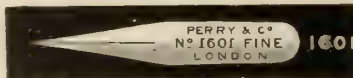
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|   |                                                                                     |   |
|---|-------------------------------------------------------------------------------------|---|
| 1 | The Pen is mightier than the Sword,<br>and the mightiest of all Pens is             | 1 |
| 6 | <b>PEN NIB No. 1601</b>                                                             | 6 |
| 0 | Not made of steel, but of a new secret<br>composition.                              | 0 |
| 1 |  | 1 |
| 0 | <b>It Does Not Corrode</b>                                                          | 0 |
| 1 | One dealer hearing of its good qualities<br>ordered 25 gross as an initial order.   | 1 |
| 1 | Samples forwarded on request.<br>Trade rate \$1.00 per gross net.                   | 1 |
|   | <b>ORDER NOW NIB 1601</b>                                                           |   |

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TORONTO**



# Bookseller and Stationer

## and Canadian Newsdealer

A monthly journal devoted to the interests  
of the Bookselling and Stationery Trades

W. A. CRAICK  
Editor

Subscription: One Dollar a Year  
Single Copies - - Ten Cents

Vol. XXV.

TORONTO, CANADA, APRIL, 1909

No. 4

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# Bookseller and Stationer

and Canadian Newsdealer

A monthly journal devoted to the interests  
of the Bookselling and Stationery Trades

Subscription: One Dollar a Year  
Single copies : : Ten Cents

Vol. XXV.

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## EDITORIAL COMMENT.

Judging from the reports being brought in by the traveling salesmen of the wholesale houses, the outlook for the present year has become quite roseate. The west has once more assumed the buoyant and optimistic outlook of yore and, while business is not yet back to its old-time level, it is coming round rapidly. Whether it be so or not, the west is always looked upon as the business indicator of the day, and when the west buys well, it seems to follow that the whole country will follow suit.

It is pleasing to note that our offer of advice in the preparation of advertising copy has been so widely accepted. Particularly have the westerners been interested in the matter and several letters have been received from them. But, after all, there are hundreds of booksellers who have not apparently been sufficiently interested to write to our Copy Department. We would be very glad to hear from more of the trade and can promise prompt attention to their requests for help. In this connection we have been considering the advisability of establishing a co-operative advertising bureau, whereby at a very small cost, those interested will be supplied with complete electros of advertisements. By this means, they would probably be able to secure a cheaper rate for space in the newspapers and would be relieved of all worry in the preparation of copy. The proposition is being carefully considered.

The question of the importation of copyrights has again come into prominence by the increasing vigilance of the customs' authorities. No one denies the right of the officials to enforce the copyright law to the limit but there is some doubt as to just where that limit is. It seems the height of absurdity to protect the copyrights of publishers who have gone out of business, who have not manufactured or sold the books for years and have no further use for such copyrights. And it seems also unfair to the trade to prohibit the importation of books, of which the protected Canadian editions have been long since sold out and which the publishers have

no intention of reprinting. It is certainly a dog-in-the-manger attitude to assume, when any publisher maintains a copyright without having any copies of the book to sell.

It is a matter of regret to us to have to publish such matter as appears in this number relative to the publication of Colonel Denison's book. Were it not that an injustice had been done to the retail book trade, which required some definite explanation, we would have hesitated to say anything about it. But the publication by William Briggs, of the post card, announcing the book, however it may have originated, did do an injury to the trade, who were one and all preserving, as requested, a discreet silence in the matter. We feel sure that the authorities of the Methodist Book Room had no intention to do anybody an injustice. They must realize that the protection of the bookseller is essential to their success as wholesale booksellers and publishers. The whole incident emphasizes the necessity for exercising care and consideration and, if it serves to define more clearly the relationship between the two branches of the book trade, then it will not be without its beneficial result.

A correspondent writes in to say that there were three pointers in our interview last month with F. H. Chapple of Galt, which have meant money to him. The first was the placing of magazines and newspapers at the rear of the store, instead of at the front as is customary in nearly every store. By this means purchasers have to traverse the entire length of the place in order to get their paper or magazine and in so doing many articles are brought to their attention, which would otherwise escape their notice. A second pointer in the interview was the keeping of a record of all wallpaper sales separately. Our correspondent intimates that he is going to extend this principle to his other departments, hoping thereby to tell at the end of the year, just which branches of his business are paying best. The third pointer was that relative to the collecting of accounts. Mr. Chapple, it will be remembered, employed one of his young lady clerks for this purpose with remarkable suc-

cess. Our correspondent believes that he can do the same and hopes that the persuasive powers of a young lady in his employ, will do what sterner methods have failed to accomplish. All this goes to prove the value of these interviews to dealers who will take the trouble to read them and pick out the ideas from them that may be profitably employed in their own business.

It will always pay a dealer to know all about his wares, particularly those that require a little technical knowledge in their use. Take as a good example, carbon paper. We know of one dealer, who has given up the sale of carbon paper with disgust, because, according to him, he could not get good paper. In reality, the trouble did not lie with the paper but with the users of the paper. They were not experts and blamed the quality of the paper when they should have blamed their own ignorance. Carrying their complaint to the stationer, they maintained that the paper was no good and that, unless he could secure a better brand, they would have to deal elsewhere. Other brands were tried but of course without success and the stationer gave it up as a bad job. Now, the point is just this, had the stationer known something about carbon paper, its peculiarities and its limitations, he would have been in a position to give expert advice to the users of the paper, would have got up a name for himself and ultimately would have built up a good connection. An article in next number on the use and misuse of carbon paper for which we are indebted to "The Scribe," published by the Carter's Ink Co., will give some useful pointers that no stationer should miss.

One of our esteemed readers has asked us why our half-yearly book list has been discontinued, adding that he found it to be of considerable value and would like to see it restored. For his benefit and that of other of our readers we might say that our only reason for ceasing to publish the list was that the trade as a whole did not seem to appreciate it. It was compiled and printed at considerable expense and the cost did not seem to justify the results. However if a sufficient number of readers express a desire to have the list restored, we will gladly do so.

There is a tendency among stationers to believe that manufacturers of such articles as loose-leaf goods, crayons, phonographs, etc., prefer to deal direct with the consumer and on principle have no use for the middle man. Some years of observation have given us an opposite impression. We believe that the manufacturers want the trade to handle their goods and the only reason they have for passing them by, is the lack of aggressiveness shown by the retailer. The retailer is not as energetic as he should be and, if he fails to get out and sell goods, it is not the fault of the manufacturer if the latter sends along a hustling salesman and cleans up the business. The book agent, who patrols the country, is the immediate result of the indolence of the bookseller. There would be no room for the agent if the

bookseller covered the field. An instance is brought to our mind of the salesman for a manufacturer of crayons, who came into an Ontario town one day and called on the leading stationer. The stationer, who was one of the stay-behind-the-counter variety, saw no use in ordering any of the salesman's goods. He was sure the school board wouldn't buy any and he wouldn't think of going out to see. The salesman didn't mind the rebuff. He promptly visited the school himself and had no difficulty in getting a good big order and at the retail price at that. Is it to be wondered at that the manufacturer hesitates to entrust his goods to such unenterprising tradesmen? In the phonograph business, the manufacturers want the trade to handle their machines and records but they want aggressive work. They offer all sorts of help, not the least of which is the huge advertising campaign in the newspapers and magazines, which they carry on. With the co-operation, support and protection of the manufacturers, the retailers ought to be able to do business satisfactorily.

The secretary of the Canadian Book, Stationery and Publishing Trades Association has recently sent out a return post card asking various members of the trade to express their opinion as to the most suitable time of the year to hold the annual meeting. Last year, and indeed the previous year as well, it was felt that exhibition time was not after all the most satisfactory time. The school openings coming about the same time conflicted seriously with the meetings. This year the Association wants to select a date for its gathering that will suit everybody or, at least the majority of the trade. It is too soon yet to be able to announce the result of the canvass of the trade, but by next month probably everything will be settled. Then a programme will be prepared and issued, which will be of such an attractive character that no one will willingly absent himself from the meeting.

The letter from W. G. Thomson, of Nelson, B.C., in this issue is a good one and encouraging to us in our endeavor to stir up the trade against handling indecent cards or in fact any other article savoring of the improper. The point of the dealer's personal responsibility, which he impresses, is after all the most effective argument. If a man cannot recognize his duty to his fellow-man, he will not likely be influenced by any other motive. That the case is serious is abundantly demonstrated by the extent of the traffic, as exposed in the recent arrest and punishment of an evil-minded wretch in Toronto, who was not only bringing into the country huge quantities of obscene cards, but was also attempting to manufacture them here. There is evidently a big demand for these cards in Canada and, to the disgrace of the Canadian trade be it said, there seems to be no lack of dealers who would take a chance and put in a stock of them in a corner. Let us hope that better impulses will guide the minds of the trade when they are tempted to yield to the seductive influences of the purveyors of this turpid merchandise.



## WINTER MAIL SERVICE TO THE YUKON —Assistant Deputy P.M.G. at Ottawa Explains the Difficulties of the Work to our Ottawa Correspondent—Limitations must be Placed on the Matter Transported.

In reference to the letter which appeared in the March number of Bookseller and Stationer, signed by H. L. Landahl, of Dawson, Y. T., concerning the transportation of mails to the Yukon during the winter season, the Ottawa correspondent of Bookseller and Stationer had an interview with E. H. Laschinger, Asst. Deputy Postmaster General, who stated that the department had been doing its best in regard to the mail service for this territory and that the past winter's schedule had been even better than that of the preceding year.

It must be remembered that the work of carrying the mails in this northern country is very onerous and that one man cannot transport very large or weighty bundles. When navigation closed the following classes of mail matter were placed on the permitted list. Letters (in their usual and ordinary form), post cards; snugly wrapped newspapers and periodicals from the office of publication, addressed to public libraries, newspaper publishers and individual subscribers; transient newspapers and third class matter of all kinds excepting books, trade catalogues, circulars and patterns and samples of merchandise.

From this it will be seen that the list is quite large and that only newspapers and periodicals in bulk for dealers from the publishers' office, as well as books, etc., are excluded. The department has no objection to parcels being sent to White Horse and being marked for forwarding to points north by express or freight during the closed season of navigation. Of course no responsibility is assumed for packages so marked, but the department is willing to transfer them to the forwarding agents at White Horse.

A point to be remembered in connection with this Yukon mail question is the small number of Canadian publications as compared with those of the country to the south of us and to Great Britain. If all the publications handled by newsdealers from these and other countries were allowed to be carried during the winter the means of conveyance would be swamped and the expense greatly and extravagantly increased. A reasonable examination into the matter will certainly result in the opinion that the Canadian Post Office Department is not endeavoring to hinder the advance of civilization but is coping with the proposition to the best of its ability and to the present best interests of the country.

G. E. M. H.

### CASSELL & CO. FLOURISH.

It is pleasant to note that the good old house of Cassell has gone one better in their last year's working than the preceding year, despite the hard times that were, alas, only too evident in Great Britain, as well as on this continent.

It would take up a great deal of space to describe in full the wonderful work of the head of Cassell & Co., Arthur Spurgeon. When Mr. Spurgeon took over the helm there was a blinding mist on the horizon that might have had serious results. He has apparently steered his vessel with unparalleled skill. The company are to be congratulated in having discovered such a wonderful personality. Mr. Spurgeon's Canadian friends will join with his many friends in England in heartiest congratulations on his great work.

Readers of The Bookseller and Stationer will recall that Mr. Spurgeon visited this continent last summer

calling first at their New York office, and then at their newly established Canadian branch in Toronto. Mr. Button, the Canadian manager, pathetically states that had it not been for his branch the figures would have been even more satisfactory. He hopes, however, with the support of the trade, to make amends this year.

To signalize the restored fortunes of the house a staff dinner was held on March 24, at the Trocadero Restaurant, which was attended by about 150 members and passed off most successfully.

## ACTIVITIES OF THE TRADE IN VANCOUVER—The Western City is Preparing for a Big Tourist Season this Summer—What the Book and Stationery Stores are Doing.

Vancouver, March 31.—Vancouver, in her present mood, may be described as the city of great expectations. There are railroads and rumors of railroads, a great increase in the statistics of the shipping industry, and much talk of grain elevators, while real estate men are resuming the happy smile of the days before the slump. New industries are being started and older firms are extending their operations. Then there is the forthcoming Alaska-Yukon-Pacific exhibition at Seattle, from which a big influx of visitors is expected, and special efforts are being made to advertise the attractions of our city to the home seeker, the capitalist, and the artisan. To this end the business community is subscribing a fund, which will be administered by the Tourist Association, an organization which has done good work for Vancouver in the past. It is likely that the city council will vote a substantial grant to the fund.

### Clearing Out Surplus.

In the book and stationery trade everybody is busy making ready to get busier. Retailers have been clearing their surplus stocks and thereby offering many bargains to the book-lover. Large orders have been placed with the wholesalers, in view of the bumper tourist trade anticipated during the summer.

Norman Caple & Co. have been very successful with the lending library they commenced some months ago. The perpetual membership fee is one dollar, with 15 cents for each exchange, and the books are bound in cloth. Caple & Co. have the British Columbia agency for the Smith Premier typewriter, and have now received the new No. 10 machine from the factory. The many new features and improvements are attracting attention. There is also a good demand for second-hand typewriters.

G. S. Forsyth & Co. have been doing well in new fiction and technical books. They make a specialty of the latter, and the varied engineering and other industries situated in and around the city insures a steady demand for this class of books.

### Carry Photo Supplies.

Bailey Bros. report a moderate trade during March. This firm carries a full line of photographic goods, as well as books, stationery, and a circulating library, a combination which is certain to attract the tourist. A word of praise is due to Messrs. Bailey for the tasteful manner in which their store is arranged.

The Clarke & Stuart Co. deal largely in commercial stationery and operate an extensive printing plant. They also handle the Watson-Foster line of wallpapers. The volume of business done since January 1 has been very satisfactory and justifies the expectation of a record year in 1909.

S. W.



# SERIOUS TROUBLE OVER THE PUBLICATION OF A Canadian Book—Ottawa Bookseller Accuses Toronto Publisher of Disregarding Rights of the Retail Trade—The Publishers of the Book Make a Statement as to Conditions of Publication—The Defence.

On April 2, Bookseller and Stationer received the following letter from a member of the trade in Ottawa, which contains such important matter, relative to the welfare of the trade, that we feel it to be our duty to make it public. At the same time we have sought an explanation of the matter from the Macmillan Co., of Canada, and have given the Methodist Book and Publishing House an opportunity to enter a defence. It remains for our readers to decide the relative merits of the case.

## The Charges Made.

Ottawa, April 1, 1909.

The Editor, Bookseller and Stationer.

I beg to call the attention of booksellers to my letter which appeared in your January issue about the sharp practice of a Toronto publisher in soliciting retail business direct and also to point out an apparently more flagrant disregard for the rights of the booksellers which has just come before my notice.

A representative of the Macmillan Co., about a month or so ago called upon the Ottawa booksellers taking orders for a new book of Political Reminiscences, by Colonel Denison, a book which should find an exceptionally ready sale in this city; at the same time the terms of sale agreed upon were that no canvassing, advertising or circularizing should be done until two days before publication, of which date the Macmillans were to give us due notice.

I placed an order and had gone to the trouble of addressing several hundred envelopes to prominent politicians and had others in readiness to be mailed upon receiving news of the publication per agreement.

Imagine my surprise when on March 25th I was shown a circular of Wm. Briggs, dated March 5th, stating that this Denison book had just been published and requesting orders to be sent to them on the order form attached.

You will readily see the harm this will do to the local bookseller and the unfairness of it all. Here is a publisher who looks to the booksellers of the country for the marketing of his publications, entering into direct competition with them, and apparently not living up to an agreement; as I cannot believe the Macmillans will bind us down without exacting the same terms from the Toronto bookmen.

I called yesterday upon a prominent librarian hoping to secure his order but to my dismay found he had already placed an order for a number of copies with the firm sending out this circular, and I shall probably be in the happy position of admiring a nice pile of these books which if it diminishes in size will obviously not do so as fast as it should, but unluckily has to be paid for just the same.

As your paper is run in the interests of the bookseller this is a good opportunity for you to help us, and I would suggest that you interview the Macmillan Co. on our behalf in this matter.

GEO. F. ABBOTT,

Manager, James Ogilvy.

## Interview With Mr. Frank Wise.

On being shown Mr. Abbott's letter, and on being asked if he cared to make any explanation in the matter,

Mr. Frank Wise, president of The Macmillan Co. of Canada, stated that most particular care was taken by himself and their travelers to make it perfectly understood by all booksellers, subscribing orders to Colonel Denison's new book that, for several reasons, which were explained at the time, nothing should be done in the way of advertising, circularizing, or even talking about the book until published. In addition to this Colonel Denison himself told several officials in the Methodist Book concern that he wished them to be very particular in keeping the publication of the book from being made public until the time of issue. Mr. Wise stated that he had shown the Briggs circular to a number of booksellers and there was a unanimous agreement that the wording of the circular alone was sufficient to convict the Methodist Book concern of the gravest breach of business ethics.

## Did the Circular Injure the Sale?

"In your opinion, Mr. Wise, has the issuance of this circular hurt or aided the sale of the book?"

"I cannot look upon it in any light but as one of grave injury. To begin with, this circular, which is dated March 5th, states that the book in question is 'just issued.' To my certain knowledge an interest was aroused in a number of persons who look for anything new from Colonel Denison's pen, and a number of them have spoken to me in great annoyance at their not being able to get hold of this book, which is announced as 'just published.' It is the experience of all publishers that, to advertise a book which you are not able to supply, is to kill all interest in that book. That, however, I considered as a small injury compared with the cancellations we received at once—and very properly—from most of our customers whose orders we had accepted on the same terms of silence. I am glad to say however that, as soon as we were able to place our explanation before our customers, they not only renewed their orders, but, in some cases, increased them."

## The Retailers Annoyed.

"Have you any idea, Mr. Wise, how the retail booksellers look upon this matter?"

Mr. Wise then showed the interviewer a number of letters which indicate that the book trade is very anxious that the whole matter should be thoroughly aired and discussed in Bookseller and Stationer.

## Letter to Dr. Briggs.

Before concluding the interview Mr. Wise showed Bookseller and Stationer a copy of a letter signed by the Macmillans to Dr. Briggs which states:

"We regret that you have forced us to decline to accept from you an order for Colonel Denison's forthcoming book. You leave us, however, no other alternative. The book was offered to you as to other booksellers on condition that it should not be announced or advertised or sold until the book was ready to be issued. Furthermore at your request we prepared for you a quantity of circulars giving a true description of the book, bearing only your imprint both on the face of the circular and on the order form. This was personally arranged with your house by the writer. The author tells us that he also



took particular occasion to inform several of your employes who approached him on the subject that the book was not to be mentioned or advertised prior to publication. It came to our notice on Saturday that you were issuing a wholly unauthorized advertisement of this forthcoming book appropriating to yourselves all authority of sale and statement, and caused it to state what you knew to be absolute and premeditated misstatements of fact, as for instance, your announcement that the book is "just issued," whereas to your certain knowledge it has not yet been issued, and as we had so informed your various departments, it was not expected to be published before the end of March. Upon your attention being called to the issuance of this unauthorized circular you caused two of your executive employes to call at this office to ask us to overlook the grave breach of business ethics of which your house had been guilty. These gentlemen solemnly stated that the circular in question had been mailed to only a very limited list of names and also stated that copies of the circular had not been sent to your library list. We have since found from two sources that this statement was also false. You also assured us through your envoys that you would at once stop the issuance of this offensive circular and to those persons to whom you had already addressed the circular you would send another recalling the first and stating that it was sent out under a misapprehension. We find that on Saturday, after the visit of your envoys, and on Monday, you were still causing this offensive circular to be mailed. Therefore in view of your persistence in attempting to injure our property in this book, first by your unauthorized and distinctly misleading description of the book which we find is seriously hindering the sale and dampening an interest which would be aroused by a properly prepared descriptive circular, and second by persisting in disseminating the information that the book is published and thereby causing disappointment and annoyance to prospective buyers of this book, and third that by reason of your premature announcement we have received, and are receiving, cancellations from our other retail customers, the whole matter will this day be placed before our directors and we hereby request that you will communicate with us at once what you are prepared to do to in some way mitigate the extreme annoyance and loss of business which your action has caused us, and an undertaking that no more of the circulars in question shall be distributed. Upon hearing from you we will consider your offer of amendment and if it is satisfactory we shall expect you to put it into instant action, but if not satisfactory we will outline to you the steps we wish you to take."

## Dr. Briggs' Reply.

In reply Dr. Briggs sent the following letter to the Macmillan Co :—"Yours of the 16th inst. is before me. We have no desire to enter into controversy over the various points to which you refer in your letter, and about which you refer in your letter, and about which conflicting statements have been made. We do not cavil at your accepting your own representative's statement as to the arrangements entered into between us in connection with the handling of Colonel Denison's forthcoming book, neither would we feel justified in accepting your version of the arrangement as against the understanding arrived at by our own representative.

"We have already voiced our regret that our announcement, which was made in perfect good faith, did not meet with your approval. Whether or not its effect has been to deter or stimulate sales we will not argue. We are sorry, however, that you do not entertain our

recent offer to adjust the matter by a revised announcement as to the date of issue. As you have cancelled our order for the book we will consider the matter closed."

## A Distasteful Business.

In closing the interview Mr. Wise said : "This whole business is most distasteful to me, and my sole willingness to open the matter up thoroughly is to emphasize the position we have taken from the first ; that is—the bounden duty of a publisher to protect the retail bookseller who, after all, is his best friend," and I must ask you to give a full account of this interview, if you give any, since I am forced to look upon it as a direct attempt on the part of the Methodist Book concern to injure us in the sight of the booksellers so that they may better work to their own selfish ends."

## The Side for the Defence.

The Methodist Book and Publishing House, having been given an opportunity to state their side of the case, have done so in a letter which we reproduce in full.

Toronto, April 7th, 1903.

Editor, Bookseller and Stationer :

I trust the fact that I have not previously trespassed on your space in any personal matter will incline you to indulge me in this instance, where my personal honor and the integrity of the institution under my management are called in question.

It is asserted—and I have reason to believe that a letter to such effect has been sent to the trade—that, in issuing an advance circular announcing Colonel Denison's new book as ready and soliciting orders, we were deliberately breaking faith with the Canadian publishers of this book.

I cannot allow this statement—so damaging were it true—to go uncontradicted. May I briefly relate the circumstances. They are as follows :

Believing that Colonel Denison's book would and should have a wide sale in Canada, we placed with the publishers an advance order for 200 copies. This order was arranged with a representative of the Macmillan Company by the head of one of our book departments, and no condition was exacted, nor even mentioned nor hinted at, that we were not to advertise the book in advance or solicit advance orders for it. Nor were we made aware through any other channel that any such condition was being exacted from other jobbers or retailers.

Understanding, from responsible sources, that the Canadian edition would be ready within a fortnight, our advertising man prepared and sent out a postal-card announcing the book and soliciting advance orders. I was not personally aware of this being done until after the cards had been mailed, nor indeed did I know of it until my attention was called to it by a letter from the Canadian publishers of the book. But that is beside the question, for neither I nor any employe of the house knew of the condition above referred to, otherwise the card would not have been issued.

I regret exceedingly that what would seem so evident a breach of faith should have occurred, but when the fact is known that we were not made aware that we were not at liberty to advertise the book in advance of issue in Canada, it will be seen that we were not breaking faith with the publishers.

Thanking you for the opportunity of placing our position in this matter before your readers, I am.

(Sgd.) WM. BRIGGS.



# A WALLPAPER ADVERTISING PLAN FOR RETAILERS

## —Some Hints on Preparation of Copy—Use of Illustrations—Circularizing Customers—Importance of Keeping a Mailing List—A Profitable Line for the Stationer to Handle—Choice of Stock.—By WILLIAM G. COLGATE

It is getting close to the season of the year when the average head of the house looks over the walls of the rooms and says: "It's pretty nearly time we were doing some papering." While housecleaning time brings to the general mind unwholesome visions of cold hasty meals and clattering around the house on carpetless floors, mist scenes of household wreckage strewn around, it brings to the dealer in wall paper and other household furnishings

papers as they are the fashions in clothes. And they will show a decided preference for the store that shows itself considerate in this respect.

In this as in your copy for your other departments do not omit prices. Illustrations in wall paper advertising are advisable if they can be used to advantage. Owing to the fact that wall papers are printed in colors they are handicapped when they are reproduced in black and white. However, it is always preferable to use them if they can be obtained. Cuts brighten up your advertising, and, every thing else being equal they will attract more and better attention than those ads. which omit them.

Recently it was pointed out in the editorial columns of Bookseller and Stationer the advantage to the trade in keeping a list of the names and addresses of their customers on file for use in sending circulars. There are a number of booksellers who already do this and there are still a great number who don't. If the latter would only get the habit of doing this for a while its exceeding usefulness to them would soon give sufficient excuse for its continued practice.

In no instance will it be found more convenient, nor will greater benefits be derived than in its application to the wall paper trade. With a complete list of their customers before them, dealers can make up samples of their different lines of wall papers for distribution. Papers could be graded and the customers' likes and dislikes taken into consideration as approximately as they can be ascertained. But such work of classification should be undertaken by the dealer or entrusted to a clerk who is thoroughly conversant with the customers' tastes. (are-

### Does It Matter?

Does it Matter to you whether your home is decorated on a sort of crazy patchwork scheme or as a harmonious whole?

Does it Matter whether the stock you choose from consists of last year's remainders or is overflowing with the best of this season's creations?

Does it matter whether the price of your Wall Papers is "What You Will Stand" or is in direct accord with the value of the goods.

If these things matter to you, we are satisfied you will come here for your selection, and **BE SURE.**

Now do these things matter? We think you will decide that to you, at least, they do.

Here's hoping

**Warner's Ltd.**  
Specialists in Fine Decorative Goods  
**Rosser Ave.**

A Striking Half-page Ad. (Reduced).

welcome thoughts of an impetus in trade and a corresponding increase in receipts.

The choice of wallpaper stock involves a sense of harmony and artistic perception, which incidentally seems to be rather a rare quality among the average class of people. This being the case the onus of selection usually rests with the dealer. If a dealer selects in the first place a good clean representative stock of wall paper he will be able to offer his customers values and designs that he need not be ashamed to acknowledge. The selection of stock is just as important as the methods you use to advertise it, and more so. Good advertising will bring people to your store, but you have got to have the goods to make them customers.

In the preparation of advertising copy for wall papers care should be taken to avoid heavy effects. All heavy types, rules and borders should be carefully eschewed. Let the opposite effects prevail for the time being anyway. Have the printer set your advertising copy in clean light face type with borders to match and see that there is sufficient white space used in the arrangement of matter to create a pleasing impression. As for the matter you use in the copy, endeavor to explain to the reader the various qualities that make your stock of papers preferable. Dwell upon their artistic designs, colorings and variety in patterns. Be as explicit as possible. If there are any new features to be noticed in the wall paper trade, and there usually are, don't forget to mention them. Buyers are just as keen to know the styles in wall

### BRIGHTEN UP THE HOUSE

**T**HE cheerfulness of a room depends a great deal upon the kind of paper you have on the walls. Hideous, uncouth designs are out of date. The latest effects are made from sane, harmonious designs in artistic and conventional styles. They will please you because they were made with your ideas in view. Our papers are satisfying to look at and will make your rooms inviting to live in.

We have spent considerable time studying color harmony and interior decoration and this knowledge we cheerfully place at your disposal. Drop in and see our stock. You're under no obligation to buy.

**PRICES RANGE FROM 3c. A  
ROLL TO \$1.50 PER ROLL**

**THOMAS HARRIS & CO.**  
PETERVILLE                      ONTARIO

Ready-Made Ads.

ful discrimination will have to be exercised, but such a method will be found economical, besides carrying out the most essential principle in advertising—suggestion.

The making of a complete mailing list is not a difficult matter if only a little ordinary attention is devoted to it. Every time a purchase is made enter the name of the customer and the address in a book which may be kept for that purpose. In this way you will gradually



accumulate a list of names that will be exceedingly valuable when the time comes to use it.

It is not until you are confronted with a proposition which calls for this method that you will realize its real worth to you. Numberless opportunities will arise when you may use it and the results you will get from having such a handy directory of buyers will more than amply repay you for the extra time required for its preparation.

Wall papers are a profitable line for the bookseller and stationer to handle. But like every other line they are successful in so far as energy, persistence, tact and positive knowledge of the article are embodied in the selling policy. If a careful selection of wall paper stock is made and the dealer uses the right kind of newspaper advertising and general publicity there is no reason why he should not have a proportionately large and profitable turnover at the end of a season.

Warners Limited, Brandon, Man., wall paper advertising of which a newspaper half page specimen is reproduced, goes straight to the point. It asks several important questions regarding the choosing of wall papers and concludes by assuming that the customer will answer

### ABOUT TIME YOU HAD THAT ROOM PAPERED

isn't it? Drop in and see us the next time you're passing. We have a good, clean selection of wall papers in the latest designs and most pleasing effects. They come direct from the best manufacturers and contain the very newest ideas and styles. You will like these patterns because they "wear well" to the eye and on the wall.

You may not be just ready yet to buy, but see our stock anyway and get prices and suggestions so that you'll have a definite idea of what you are going to do and what it is going to cost you.

PRICES RANGE FROM  
3c. A ROLL TO 75c

**ALONZO THOMPSON**  
MAIN STREET ACME, ONT

Ready-Made Ads.

them in the affirmative. For, of course, no person wants to be set down as one having bad taste, whether it is really so or not. This may be classified as subtle flattery, but it very seldom misses the mark for all that. The catch line is striking and invites further inquiry because it asks a question. Careful attention has been paid by the compositor to the arrangement of the type matter. Generous amount of white space effectively sets off the ad. Taken altogether the ad. has a bright, pleasing appearance, well suited to the line of goods it is exploiting and is calculated to attract the attention of even the casual reader. Another thing which increases its effectiveness is the fact that only one line of goods is advertised. Too many dealers make the common mistake of trying to advertise too many articles at one time, thereby crowding their ad. with an assortment of type faces to such an extent as to render it almost illegible and totally unattractive. As a direct consequence of this it often goes unread—wasted because of the want of a little forethought and proper judgment. All dealers cannot afford to use half page space in their local paper but they can at least adopt the simple basic rules which make for good advertising and follow them to their logical conclusion.

### FIVE THOUSAND FACTS ABOUT CANADA.

The Canadian Facts Publishing Co. of 667 Spadina Avenue, Toronto, report an exceptional demand for the recently issued 1909 edition. Orders are pouring in from nearly every corner of the Dominion, as well as

## — Spring — Wall Paper Announcement

The Wall Paper season is again at our door and the Leader Bookstore is ready for the spring rush. Our stock is replete with artistic designs and latest effects from the best manufacturers in America. In choosing a wall paper, like choosing a wife, it is well to remember that we must live with our own selection and you cannot make a mistake if you choose your papers from our large stock.

### "Brightling Studies."

This season we have been fortunate in procuring a book entitled "Wall Paper Influence Upon the Home" and it is full of useful information on how to decorate the home. To everyone buying a "Brightling Studies" paper this book will be given free. The price of the book is 25c.

### Colors and Designs.

The colorings and designs of the wall papers this season are most exquisite and are much superior to anything we have ever shown. The variety in patterns is also very noticeable. Cut out borders will be very fashionable and we have a number of these patterns and styles in our stock.

### Prices and Quality.

Considering the quality of our papers this year the prices are lower than other years. The cheap papers all run 16 yards to the double roll. Borders sold at the same price as wall. We extend to everyone an invitation to look over the papers, whether you contemplate buying at present or not and compare the prices and the goods.

**Leader Book & Stationery Store**  
TARA ONT.

Good Copy, but Poor Typographical Arrangement.

from foreign countries. Dealers are stocking up in larger quantities than ever before, and the publishers predict a record sale for the year. As the value of the publication becomes more widely known, its sale is bound to increase, as it fully deserves.



## INJUSTICE TO THE CANADIAN BOOK Trade—Cheap United States' Editions of Novels being Barred Out by the Customs Authorities—Copyright Law Needs Amendment.

Word has been received from several points in Canada that shipments of books from the United States, consigned to Canadian booksellers, have been held up by the customs' authorities, because it was found that they contained titles that had previously been copyrighted by Canadian publishers. The books were cheap editions specially issued by American publishers, after the demand for the more expensive first editions had been exhausted. The Canadian editions had likewise been exhausted and the books were not to be had from the publishers.

These incidents naturally raise the question, must Canadian booksellers be deprived of the privilege of handling the cheap American editions of many of the popular novels of the past twenty or thirty years, simply because a cumbersome copyright law prohibits their importation,—a law which has served its purpose, when the original Canadian edition was disposed of.

Here is the situation. A Canadian publisher arranges to produce an edition of a book. He prints it and copyrights it as per the requirements of the law and no one else can import the book without violating the copyright. In due time the demand for the book falls off and, when its season of popularity is over, sales cease. If the publisher has gauged the demand correctly, his edition is exhausted at approximately the same time as the public ceases to buy.

A year or more afterwards some enterprising American publisher arranges to issue a cheap edition of this particular title. In its cheap form there will be a new demand for the book. A class of people who could not afford to buy it when it was in its \$1.50 form, will come forward to purchase it at 50 cents, and the number of these people is large.

### Held up by Customs.

The Canadian bookseller knows that he can sell a number of copies of the book at fifty cents. Suppose he orders it from the American publisher. He runs grave chances. The customs may let the shipment through,—they may not, and the chances are that they will not let it through. Why? Because there is a copyright registered at Ottawa, protecting the rights of a certain Canadian publisher in the book.

The bookseller cannot get the book from the Canadian publisher, because the latter is sold out and he never published a cheap edition at any rate. Must the bookseller be deprived of the sale of these books, because a mythical copyright has to be protected? It is an unfair situation.

Several Canadian publishers have been approached on the matter and all seem willing to agree to an arrangement, whereby, when their interest in a book ceases, they will be prepared to waive the copyright. How the law is to be amended to admit of this, remains to be seen. The Government should surely see the reasonableness of the contention.

The case is greatly aggravated when the holder of the Canadian copyright has gone out of business. There are several instances of this in Canada,—publishers whose names are unknown in the publishing world today, whose books are still protected at Ottawa. How can these books be legally imported? The people of Canada are actually prohibited by law from securing them.

### A Legal Opinion.

A prominent lawyer, who makes a special study of copyright matters, is of the opinion that the act will have to be amended to provide a remedy. He suggests that the best way to overcome the difficulty would be to amend the act so that when a publisher signifies that his interest in any copyright ceases, the customs' collectors will be apprised that such and such a book may now be permitted to enter the country. This would likely necessitate the appointment of an intermediary, who would secure an official list of copyrights from the publishers and file them with the Department at Ottawa.

### A Section That Might Apply.

There is a section in the Copyright Act, which might be utilized to overcome the difficulty. It may need to be amended or it may cover the case as it stands. It is section 23 which reads:—

"If a work copyrighted in Canada becomes out of print, a complaint may be lodged by any person with the Minister, who on the fact being ascertained to his satisfaction, shall notify the owner of the copyright of the complaint and of the fact; and if, within a reasonable time no remedy is applied by such owner, the Minister may grant a license to any person to publish a new edition or to import the work, specifying the number of copies and the royalty to be paid on each to the owner of the copyright."

### General Revision of List.

As has been pointed out before in these columns, the official copyright list needs to be put into better shape, before it will be of much practical value. There is apparently no alphabetically arranged list. If there is, it is kept at Ottawa and is of no immediate service to the collectors of customs or to that portion of the public interested in copyrights. The number of copyrights keeps piling up, making it every day more difficult to undertake a re-arrangement of the list in alphabetical form. The Department of Agriculture would render a distinct service if they would issue annual volumes containing the list of copyrights for the year, properly classified and arranged.

### CONDEMNS INDECENT POST CARDS

Nelson, B. C., March 26, 1909.

Editor, Bookseller and Stationer,

I am very much interested in, and in sympathy with the campaign you are waging against vulgar and indecent post cards and take the liberty of making a suggestion.

I have no doubt that a great many who handle these cards do so thinking only of the profit there is in them, and without any thought of the great harm that is done by them in polluting the minds and morals, especially of those of an impressionable age, or of their own personal responsibility for the harm done, and if a good strong article, or better, a campaign of such articles, pointing out to dealers in a forcible and convincing way, their personal responsibility to society, and the harm done by the circulation of these cards was published, I feel sure that many would see a light on the subject which they have not seen before, and would throw them out.

The trade paper is the medium which first suggests itself to my mind for the publication of such articles, but they might also be put in the form of circular letters and mailed to all dealers who handle or are liable to be handling post cards, and a call for contributions to defray the expenses of carrying out such a plan would, I am sure, meet with a ready response from all who are for clean mindedness and decency.

W. G. THOMSON.



## ROYAL COMMISSION VINDICATES MORANG—School Book Investigation in Saskatchewan Demonstrates that there was no Graft in the Deal—History of the Case and Points of the Trial.

(Special Wire to B. & S.)

Winnipeg, April 8.—The Royal Commission handed out their decision regarding the Morang Investigation to-day completely vindicating the position of Hon. J. A. Calder.

A set of twenty-one questions was drafted by the Investigating Commission and each one was thoroughly dealt with.

Perhaps the leading question and the most important one, was the enquiry as to the possibility of graft. The substance of the report is as follows:

"That there was no graft in any sense of the word in the deal. The evidence satisfies us that the Morang set was equal if not superior to any readers in use in Canada and equal to any in the United States. The prices paid for the Morang readers were less than the price paid by the Government of Manitoba for books of the same character and which were shown to be inferior in manufacture.

"The total amount payable to the Morang Co. was \$12,259.95. The total cost to the company was \$10,909.27, the net profit being \$1,350.68."

"The books of the Canada Publishing Co. are not more expensive but are inferior both in contents and manufacture."

F. R. MUNRO.

### Story of the Investigation.

Some months ago the governments of Saskatchewan and Alberta acting in conjunction, called for tenders for the supply of free text books to the educational departments, for distribution in the provinces. As a result three publishing companies submitted sets of books and estimates to be approved of by committees appointed by the two governments for that purpose. When the time expired for the receipt of tenders, The Canada Publishing Co. and the Morang Publishing Co. were the only ones in the field, and the committees began their examination. The method of procedure was that the books should be passed around among individual members of the committees, each member coming to some hasty conclusion as to what set, if a set were chosen, would commend itself to him, after which, before there was any comparison of set with set, or book with book, a vote was taken in order to arrive at a working basis.

The result of the vote was, that taken as a set, and if the committee had to choose an entire set, the Canada Publishing Co. most nearly met their ideas of the requirements of the two provinces. But they were not expressing their ideas of the feasibility of adopting the Canada Publishing series as a set.

### Final Settlement.

After these preliminaries, however, when the committees met for the final settlement of the choice of sets submitted, the favor seemed to be on the side of the Morang samples. And it was decided to adopt the Morang goods out and out. Such a movement created suspicion among some of the members of the opposition in the Saskatchewan Legislature and a charge was made against the Minister of Education, Mr. Calder, for making a bad bargain and for favoring the Morang Company.

### Commission Formed.

Immediately the Saskatchewan Government appointed a committee of investigation to deal with the charges, and make public the reason for giving the contract to the Morang Company.

This commission of investigation began to take evidence on March 10, last, and the enquiry lasted ten days. Chief Justice Wetmore and Judge Newlands had charge of the proceedings.

### Arguments.

The argument turned upon the prices of the sets, and the quality of the books to be used. The change of opinion from the Canada Publishing Co., to the Morang Co., was explained as legitimate by the defendants and their ground was not questioned, but the opposition wished to make sure that no personal interests were served, and that the province was really doing its best to secure the cheapest and best books. The defendants admitted that the Morang books were the more expensive, but the quality was much superior.

Mr. Haultain, the leader of the opposition, pointed out that the Canada Publishing Co. would supply books at about \$8,000 less than the Morang Co., and he questioned if the difference was made up in quality.

### The Defence.

J. A. Allan, speaking for the defendants, stated that the sample copies submitted by the Morang Co. were unanimously approved of both for style of binding, and as satisfactory educators, and this he thought was the most important. It was also pointed out that a third tender was considered, being that of the Macmillan Co., although the time had expired for the application of the same, and it would not seem that the committee had thoroughly decided to accept the Morang Co. offer, as the prosecution tried to bring out.

## JAPANESE COMMISSION SEES NEW YORK.

The New York Evening Mail of recent date, says:

"A party of bankers with interest in the far East, exporters, Japanese business men, and the Japan and American commissioners of the Tokyo exposition, made an automobile tour of the business section of the city to-day as guests of F. D. Waterman, president of the L. E. Waterman Company, manufacturers of fountain pens, of 173 Broadway.

"The Waterman company has exhibited at international and national expositions for twenty-five years, and the entertainment of to-day was to show the newly arrived Japanese commissioners the interest felt by the Waterman company and other exhibitors in the forthcoming Tokyo exposition.

"Hikojiro Wada, director-general of the Japanese commission of the Tokyo exposition, and Tokutaro Sakai, commissioner, arrived here on the Lusitania from England, where they have been representing the exposition. To-day President Waterman, with Francis B. Loomis, United States commissioner to the Tokyo exposition, and his secretary, John Callan O'Loughlin called upon the Japanese visitors.

"A procession of automobiles took the visitors through the business section of the city south of Forty-second Street. Those who accompanied the visitors and President Waterman were William Loeb, Jr., collector of the port; E. S. A. De Lima, president Hungarian-American bank; K. J. Imanishi, manager Yokohama Specie bank, of this city; K. Midzuno, consul-general; Keiichi Yamasaki, vice-consul; R. Arai, of Morimura, Arai & Co.; K. Fukui, of Mitsui & Co.; Dr. Takamine, W. E. Church and J. Inouye, of the Yokohama Specie bank; Edward B. Emerson, Dr. W. H. Tolman, director Museum Safety Devices; W. I. Ferris, F. P. Seymour, E. B. Clark, T. C. Keys, W. E. Smith, E. T. Howard and George A. Priest."



## BUSINESS IS BOOMING IN WINNIPEG— How Merchants Regard Last Season's Trade—Two Firms are Moving—Clark Bros. & Co. doing a Big Wholesale Business.

Winnipeg, April 3.—The city booksellers and stationers are closing their year on the first of April. At least that is the recognized closing date in the trade. Few at present have their books audited to show definitely their loss and gain accounts, but no complaints have been made as to the year's business.

Russell, Lang & Co., report the best Christmas business for some years. Never in the history of their business did Christmas and Valentine goods move so freely as they did during the past season.

Office stationery and architects' materials are at the present greatly in demand. Largely owing to the line moving freely one retailer reports 25 per cent. advance per month since the beginning of the year, over the same period of 1908.

### Will Have to Move.

Richardson & Bishop, manufacturing and retail stationers and bookbinders, have entered upon their thirty-second year of business in the city. Their retail stock is exclusively stationery and office supplies. Their store at present is so cramped that in the near future they will remove to more spacious quarters. Among the many articles for which they are the exclusive agents in Winnipeg, are The Art Metal Construction Co.'s fire proof files, Elliot's addressing machine, and stencils, Edison's mimeograph and rotary, Wabash vertical filing systems, the Calumeter adding machine, and the Bank of England non-print carbons. Another system of which Mr. Bishop is the originator, is the mercantile tacking system map. This map was just introduced three years ago and up to date almost every wholesale house in the city have one on their walls. It is used principally to indicate the location of travelers while on the road.

The Myers Post Card Co., are vacating the store on Main Street in which they have carried on business for a number of years. The Royal Bank of Canada are to furnish the store for their own use after the first of April. The Myers Post Card Co. will locate on Portage Ave.

### Big Wholesale Business.

The fact that Winnipeg has few wholesale stationery houses is no indication of the volume of business done in western Canada. It is one of the liveliest trades in the country to-day. A conversation with a few of the men in the business will convince one that things in the stationery line are moving exceedingly well at the present time. The wholesale book and stationery house of Clark Bros., since its establishment in 1898, was never in a more flourishing condition. They have eleven travelers on the road continually, and a house staff of forty-five, all working to their utmost to keep up with the fast growing trade. For the past three months the increase in business is much in excess of the corresponding period of 1908. This increase is not confined to any particular line but everything in stock, from lead pencils to typewriters, wrapping paper to beautifully bound books, is being shipped in bulk to all parts of the west. They are putting in a complete range of typewriters at the present time, a line which they heretofore have not had extensively in stock. George Wilson, manager of the book and paper department, is greatly encouraged with the book trade, and expects in a very few years to have an output in this line equal to any jobbing house in Canada.

### MacDougall Goes West.

A. Roy MacDougall, stationery manufacturers' agent, Toronto, has left for the coast after a lengthy stay in the city. His sample room here contained about the most attractive display ever seen in Winnipeg. Mr. MacDougall reported the trade to be in excellent condition. Never in his experience were the holiday goods so readily taken up. The leather goods line was handled by his assistant, George D. Scott.

The Commercial Graphophone, which was invented in 1886, through the instrumentality of Alexander Graham Bell, has been rather slow in coming into general use in Canada. The machine passed through several stages of improvement from the time of its invention until 1906, when it was perfected and put upon the market in its present form. There are many machines in use in Canada to-day, but the first agency for western Canada was let recently to Gordon & Radford, stationers, Winnipeg. Mr. Gordon feels sure that the machine will be extensively used in Winnipeg and throughout the West.

## OUR MONTHLY REPORT FROM MONTREAL—Easter Displays in all the Stores—Personal Items—Increasing Demand for English Magazines.

Montreal, April 8, 1909—All the stores are resplendent with Easter goods. While the colors, which are characteristic of Easter, are not so warm or glaring as those seen at Christmas time, they are nevertheless quite as beautiful. White and all shades of mauve, violet and purple may be seen. These colors, when combined with soft greens and yellows may be made into charming combinations.

A representative of The Bookseller and Stationer went into one of the large uptown stores, and found a display of gift books, arranged on a white background. Infinite taste was displayed in the grouping; harmony prevailed everywhere. When agreeable sights like these meet the eye, people are predisposed favorably. They may not think about it at the time, but they do know, that there was nothing disgruntling to remember. Booksellers should remember that there are more aesthetic people come into bookstores than probably patronize any other variety of retail store. People of refined tastes are generally readers, otherwise they cannot cultivate these traits. This matter of harmonious decoration may seem at first a matter of small moment, but its influence is more far-reaching than might be at first supposed.

Hugo Wessler, representing the S. Langsdorff Co. of New York, spent a few days in Montreal recently, in the interests of his firm.

### A Remarkable Book.

A rather remarkable book has made its appearance in Montreal, under the title of "Amazing Adventures of an Inventor," by Arthur Gordon Jones. The author is promoting the sales himself. The book deals with some of the vicissitudes of a man of genius, and the proneness of the world to regard people with new ideas as mentally demented.

The Easter trade was up to expectations generally. The volume of business was satisfactory, being neither abnormally large nor small. As was the case at Christmas time, many novelties were noticeable in the stores. Each year signs of the steady advance in the stationery and book business are in evidence.

Renouf's, St. Catherine St. West, are making a fine display of Easter lines, and are also conducting a special sale of set books.



Phelan's, St. Catherine St. W., who are recognized as the post card people, are showing some specially fine Easter cards.

Chapman's, Foster Brown's and Grafton's stores are all in holiday attire.

Scroggie's have on view a new unit of the Globe-Wernicke book case. They are also conducting a sale of the "Poets" leather bound, which are very fine value for the money.

Edgar Wehle, representing the Art Lithographing Co., New York, has been paying the trade a visit.

Among the new publications to be seen around town, are the "New Magazine" and "Aeronautics." The first is of the popular type, and the latter deals exclusively with aeration and aerial navigation.

## English Versus American.

In a discussion of the relative selling merits of the English and American magazines, which a representative of The Bookseller and Stationer had with Mr. Mountford of Scroggie's book and stationery department, he stated that the English publications were increasing in popularity. This is significant of either a closer union between Canada and the mother land or of the influx of Englishmen into this country. It is, however, likely due to the combination of the two conditions.

The Illustrated Postcard Co. have moved from 106 Notre Dame St., East, Montreal, to larger premises at 334 Notre Dame St., West.



## TRADE ACTIVITIES AT THE CAPITAL —Business Showing Improvement—The Books that Sell—Jarvis Holds a Successful Competition—Some Trade Grievances.

Ottawa, April 6.—Book business in the capital has been fair of late, but an increased demand is anticipated soon. Many new books are now making their appearance and in addition to these there are the added volumes in the fifty-cent cloth bound editions of books, copyrights of which have expired, altogether likely to account for greater sales from now on. These fifty cent books are meeting with great favor and one hears remarks of astonishment at the quality of the work to be found in them. At such a price the pleasure of reading popular books is not confined to the homes of the moneyed people, but the laborer may acquaint himself and his family with the writings of authors of his own time and generation.

### Best Sellers.

Some of the books which have been holding first place amongst the readers here, are "Anne of Green Gables," "Septimus," "Gentlemen," "Comrades" and "The Red Mouse," "The Soul of Dominic Wildthorne" has also met with a good sale as also has "Katrine" and "The Bridge Builders." A book by no means new, which has been in popular demand lately is "Looking Backward," by Bellamy.

In connection with the popular new books, it has been mentioned to your correspondent that owing to there not being any Canadian edition of "Anne of Green Gables" the promptness in securing supply is somewhat hindered. The books have to be ordered from Boston, and owing to the great demand, customers are sometimes subjected to delays. This is a Canadian story by

a Canadian writer, and it is a pity that no Canadian publisher has seen fit to negotiate for an edition.

### A Competition.

"The Bookstore" held a competition for boys last month. The prizes offered were books, or part payments on books, and were for the longest list of words formed by using the letters in the words "Jarvis, The Bookstore." Mr. Jarvis reports a good return from this competition and intends holding one for the girls. The competition was confined to boys of fifteen years and under, and some splendid lists are said to have been received.

The Public Library has added all the recent issues of the International Library of Technology and now has practically a complete set of these important works. The books being in constant demand by students and workmen, the whole were transferred from the reference to the circulating library, thus enabling those interested to take the books home for study and perusal.

A binding exhibit was held at the Public Library which was interesting and instructive. The articles shown were a sewing bench with books partly sewn and a number of books showing the different stages of the work up to the bound book. An interesting series of mounts illustrated the character and artistic quality of the different bindings from the earliest times to the present day.

The E. B. Eddy Co. is completing a new factory near its Hull works for the production of plate paper for the covering of books. The capacity will be from five to ten tons a day, and the company expects to find a Canadian market for the entire output.

### Picture Post Cards Still Sell.

Any suggestion to the effect that the popularity of the picture post card is on the wane would be instantly squelched upon enquiry at the Ottawa post office. The authorities this year state that there has been a steady increase in the use of post cards, fancy and otherwise. The demand for postals commemorative of St. Patrick's Day was far in excess of the supply, and booksellers were petitioning one another for extra supply. Very little trouble is said to be experienced by the local post-office with obscene cards. The number of these sent as well as of the vulgar type of postal which was formerly sold by most stationers has greatly decreased, for any that are sent are detained by the authorities.

The supply of Easter cards betokens an anticipated increased trade and many pretty and dainty designs appropriate for the season are being shown.

James Hope & Son were the successful tenderers for the music books for the Public Schools and also for the civic supply of stationery.

### Col. Denison's Book.

Some dissatisfaction is expressed here over the manner in which circularizing for orders for Col. Denison's new book has been pursued. It seems that the house publishing the book extracted an agreement as to date of announcement by the booksellers, but these in turn have been surprised and incensed over the action of another house in soliciting orders for the book long in advance of the agreed-upon date. It is possible Ottawa has not been the only city so affected and its dealers will undoubtedly welcome opinions and comments from their brethren in other towns and cities.

The Public Library Committee are calling for tenders for periodicals. The contract is to cover a period of three years and the Board can make such changes as are desired each year.

G. E. M. H.



# PERSONAL AND TRADE ITEMS OF SPECIAL INTEREST

## —Traveling Salesmen for Eastern Houses Return from the West---New Stores Being Opened---A Fernie Store that will Beat them All---Booksellers Visit Toronto---Several Delegates to Missionary Congress.

A. H. Cooper, Toronto, dealer in post cards and stationery, has assigned.

Neil C. Miller, Toronto, bookseller and stationer, has retired from business.

The Imperial News Co., Toronto, expect to open a branch in Montreal shortly.

H. G. Macpherson is the successor of the Bennett News Co., White Horse, Y.T.

W. H. Morrison has started a drug and stationery business at Dauphin, Manitoba.

R. Uglov of R. Uglov & Co., Kingston was noticed in Toronto early in the month.

L. Baker, druggist and stationer, Bobcaygeon, is advertising his business for sale.

Dr. Carter has purchased the drug and stationery business of W. J. Hilton, Boisevain, Man.

A. A. Andrews, Campbellton, N.B., accompanied by Mrs. Andrews, paid a visit to Toronto this month.

Harry Meen, Toronto, dealer in fancy goods and stationery, has sold his business to Lorne I. Morris.

J. E. Rutledge of Fort William was another bookseller from a distance who visited Toronto this month.

J. J. Masse has transferred his stationery business from Lachine, Que., to 406 Notre Dame St. West, Montreal.

S. E. Briggs, representing Fleming H. Revell Co. New York, was in Toronto, calling on his agents there, recently.

Mr. Brimacombe of Brimacombe Bros., Vermilion, Alta., came east a week or so ago and did some buying in Toronto.

Mr. Stewart of Stewart & Thompson, booksellers, Fort William, attended the Laymen's Missionary congress in Toronto.

S. B. Gundy, of the Oxford University Press, Toronto, sailed for the old land on the ocean-flyer Mauretania on April 14.

The Benson Johnston Co., Stratford, wholesale and retail dealers in stationery and office supplies, are moving to Hamilton.

G. W. Hustayte has accepted a position with the Douglas Co. of Edmonton. He was formerly with W. G. Stephenson of Westaskiwin.

W. N. Braund, who has conducted a drug and stationery business in Dundas for the past six years, has sold out to W. H. Cummins.

V. Honig, bookseller and stationer, Vancouver, is opening a store in Seattle. This time it is a Canadian invasion of the United States.

Robert Martin of the Canada Drug and Book Co., Regina, was in Toronto early in the month, incidentally doing some buying for his firm.

The capital stock of the Educational Book Company of Toronto has been increased by supplementary letters patent from \$200,000 to \$250,000.

H. C. Woods, western representative of Warwick Bros. & Rutter, left on April 1 for a flying trip to the coast, carrying holiday stationery.

W. G. Pettingell, doing business at Regina as the Pettingell Book Company, has made a voluntary assignment for the benefit of his creditors.

W. J. F. Mallagh of London wore a pleasant smile when asked how trade was up in his city. He did some buying in Toronto a week or so ago.

J. M. Plaunt of Renfrew and W. K. Ireland of Owen Sound were two out-of-town buyers who visited the Toronto wholesales early this month.

James Imrie, Montreal representative of the W. J. Gage Co., Toronto, attended the meetings of the Laymen's Missionary Congress in Toronto.

Lorne Twiss of the traveling staff of Warwick Bros. & Rutter, left for the west on April 2, carrying several score trunks of import fancy goods samples.

Ottawa Typewriter Company, Limited, have been incorporated to carry on the business of manufacturing stationers and typewriter agents and dealers.

D. McKinnon is opening a new book and stationery store in Regina. He was formerly in the employ of the C.P.R. and originally hailed from the grand old county of Glengarry.

W. C. Bell of the Musson Book Co., Toronto, leaves in the course of a few days for his regular western trip. This year, the trade will be pleased to know, he intends to take Mrs. Bell with him.

An exhibit of cards, calendars and holiday papeteries is being made at the King Edward Hotel, Toronto, this month by the Copp, Clark Co. The sample room is in charge of John Graham.

The Bennett News Co. who sold out their business at White Horse recently, are going to open up in Prince Rupert this summer. They evidently believe in getting into a good spot early.

Art Wallpaper Shop, Limited, have been incorporated at Toronto with power to manufacture and deal in wall-papers and hangings of all kinds, paints, oils, glass, moldings, frames, pictures, etc.

Travelers say that Calgary is going ahead. One knight of the grip, who never used to stay there more than two days in the past, had to spend four days there this year (and he was sober, too.)

This year W. J. Gage & Company, Toronto, celebrate the sixty-fifth anniversary of the establishment of their business. A handsome illustrated booklet in honor of the event is in course of preparation.

Lisgar Lang of Russell Lang & Co., Winnipeg, who has been spending the winter in California, is expected home this month. He was unfortunate (?) enough to miss a good many of the book travelers.

W. Robertson, who was one of the local travelers for the W. J. Gage Company in Toronto, has joined his father, J. S. Robertson, and will assist him in the secretarial work of the National Sanitarium.

W. H. Murch of St. Thomas, one of the old-time Ontario booksellers, attended the big Laymen's Missionary Congress in Toronto this month. Another bookseller who was also present was J. S. Copland of Brockville.



Broadway Drug Company, doing business at 474 Spadina Avenue, Toronto, have been incorporated. Their charter empowers them to deal in all kinds of books, stationery, leather and fancy goods, and office supplies. Capital \$40,000.

E. J. Kastner, secretary and general manager of L. E. Waterman Company, Limited, 136 St. James St., Montreal, visited the New York office early in April. Mr. Kastner was accompanied by H. H. Hebb, who recently returned from a business trip to the coast.

A. W. Arnott, of 77 York Street, Toronto, who has been on a business trip in the Old Country, paid a visit to the London office of The Bookseller and Stationer quite recently. Mr. Arnott hoped to make several of his lines more interesting for the Canadian market, before returning.

George Stewart of the Oxford University Press, Toronto, got back to headquarters from his western trip recently and reported good business. He was especially pleased with the way the trade ordered the Hodder & Stoughton and Oxford juveniles, which many admitted were the best on the market.

Harold W. W. Copp, of the Copp, Clark Co., has an attractive display of books in Room 744, King Edward Hotel, Toronto. He is well pleased with the business being done, stating that during the first week, he sold as much as during his whole stay there last year. The Jack color books are his most attractive offering.

The advance guard of book and stationery traveling men are back from their spring trips to the coast, all apparently well pleased with the business done. Among the first to return was "Tom" Allen of McLeod & Allen. Then in came J. B. Hay, of Eaton, Crane & Pike Co. and George Stewart of the Oxford Press.

N. A. Suddaby, who was one of the unfortunates to be burnt out in the big Fernie fire, is moving into his new store, which a well-known traveler declares to be "without exception the finest fitted book store in Canada." All the fixtures and silent salesmen are of mahogany. Mr. Suddaby is an old Berlin boy, who has been most successful in the west.

George McLeod of McLeod & Allen, Toronto, will join a small party of New York publishers at New York on April 24 and will sail for England with them

on the S.S. Carmania. In the party will be E. J. Clode, who is going across to see his star author, Louis Tracy, Alex. Grossett, of Grossett & Dunlap, and W. B. Hadley, manager of the U. S. branch of Cassell & Co.

Wilburn M. Robertson, for eight years on the staff of the W. J. Gage Co., Toronto, and of late years city traveler, was made the recipient recently at the hands of his old associates, of a handsome gold watch. Mr. Robertson has left the Gage Co. to enter business on his own account, becoming associated with his father, J. S. Robertson, principal of the firm of The J. S. Robertson Co., publishers and advertising specialists. 152 Bay Street, Toronto.

Henry Button, manager of the Canadian Branch of Cassell & Co., returned to Toronto about the end of March, after spending some weeks in England. He and Mrs. Button were the guests of honor at a luncheon party given by the general manager of the firm, Arthur Spurgeon, at the de Keyser's Hotel. Mrs. Spurgeon and the departmental managers and their wives were also present. Cassell & Co.'s motto for Canada is said to be "You press the Button, he'll do the rest."

Mr. Hills of Hills & Co., London, manufacturers of cards and calendars, who paid a hurried visit to Toronto on March 30, says that conditions are improving slowly in the Old Land. Business last season in his lines was just about up to the average of the preceding year so far as England was concerned. There was quite a heavy falling off in Canada, but Mr. Hills anticipated big gains this season. His representatives in Canada are the Copp, Clark Co. and in the United States, Hills & Hafely of New York.

T. E. Menzies of Menzies & Co., Toronto, who has lately returned from the Pacific Coast, says "I think things are going to boom this year. I did about twice as much business as on my first trip last year. There still seems to be a shortage of money, when you get off the main line, but in Vancouver money is rushing in and real estate investments are on everyone's tongue. In the case of merchants speculation does not interfere with business to the extent it did. In our trade there seems to be no dabbling in real estate. The dealers are buying heavily on the strength of the tourist trade."

## Our Holiday Line

is now fully displayed and far more than meets our expectations. It surpasses any former efforts on our part and we know you will agree with us when you see it. It is full of novelties and beautiful combinations of colorings and ornamentations which will please the most discriminating. No one will make a mistake in waiting to see it, for its values are unprecedented. The boxes from 20 cents to \$1.00 are exceptionally attractive. The entire line is grand.

GEO. B. HURD & CO.

Fine Paper Makers

425 & 427 Broome Street, New York, U.S.A.



# WHAT MANUFACTURERS AND JOBBERS OFFER— Christmas Cards and Calendars Being Shown—Paper Rope and its Manifold Uses—Something About Slates—New Pencils and Pens.

## Paper Rope and Its Manifold Uses.



An Ice-Cup of Crepe Paper Rope.

girls begin to twist it, each girl twisting to the right. When tightly twisted, the ends are fastened that they may not unwind, and the second strand is twisted in the same manner. Then each girl takes an end of the two strands and this time twists the paper to the left. If the foundation crepe paper is of good quality, a very strong and durable rope may be made in this way, in any color or combination of colors.

The ordinary use of crepe rope, as has been hinted, is as a finish to flat decorations, as a border to backgrounds and floor coverings, to divide into panels and outline designs, and most effective and extensive this use is.

Combined with tassels, it is often used as a curtain or portiere. Tassels are made as follows: Fold a piece of crepe one yard long and ten inches wide into thirds. Then fold into halves. Slash to within two inches of the top. Slip string through the fold and pleat the paper along the string. Tie both ends of string at top. Turn inside out. Place a wad of paper inside and tie tightly below it to form heading. Glue tassel to end of cord.

Crepe paper cord may be glued into almost any shape. In oval or circular form it is used for show-case or window mats.

Over a wire foundation, it is used for hats and is a very close imitation of straw.

Jardinière covers are made of it, and table decorations without end. The accompanying illustration of a fleur-de-lis ice-cup shows the beautiful effectiveness of this crepe paper rope.

## New House Organ

"Push and Pull," is the appropriate title of a little eight-page house organ "issued as occasion demands," by the Copp, Clark Co. In it are advertised and illustrated the various lines manufactured and handled by the firm. The back leaf, which is detachable, contains an order-blank, on which prospective buyers can jot down their

requirements. "Push and Pull" will undoubtedly be useful.

## New Lines From Hamilton.

Several new lines of scribblers and exercise books have been added to the stock of Buntin, Gillies & Co., Hamilton. Among these, four might be specially mentioned, two scribblers, "Homeward Bound" and "The Leader," and two exercise books, "Tiger" and "The Herald." The covers are appropriate and attractive and are sure to be popular with the children.

## Holland Linen.

Correspondence is in itself an art and writing to one's friends is a pleasure when the quality and surface of the paper used offer no cause for complaint or regret. Perfection is not reached until many processes of experiment are undergone but in the end a satisfactory product is attained. W. J. Gage & Co., Toronto, who made a most attractive display in the Manufacturers' Building at the Canadian National Exhibition last year of their popular and high-class brand of writing paper, known as Holland Linen, believe they have reached the acme in a standard brand of stationery. Sample paper-teries of this fine line were presented to many visitors to demonstrate the superiority of Holland Linen, which, in the way of society stationery, has achieved a recognition that must be gratifying to the makers. It is manufactured in three shades—white, azurette and grey—and in six convenient sizes, with envelopes to match. For fashionable correspondence no medium-priced note paper has given such general satisfaction. Holland Linen is a paper of splendid finish with a beautiful velvet writing



Holland Linen at Toronto Exhibition.



surface. Its texture is everything that the most exacting can desire, possessing all the refinement and attractiveness of any linen paper and at the same time affording a smooth, even surface that makes letter-writing a positive delight instead of an irksome or disagreeable task.

## Savory Cards for 1909.

Asked as to what he considered the most outstanding make of card in the Savory line for 1909, T. E. Menzies of Menzies & Co., Toronto, Canadian representatives for Savory & Co., pointed to the alligator leather effects in calendars and blotters and remarked that they were attracting every buyer's attention because of their uniqueness.

"The general hand-colored line on red and white mounts, which created such favorable comment in previous seasons seems to be just as popular as ever," said Mr. Menzies. "As for Christmas cards, their sale is certainly on the increase in Canada. Privates and autographs are not so much in evidence but, of course, have a tremendous and increasing vogue."

"This year," continued Mr. Menzies, "we have introduced cards with greetings in French, which will be very popular in Quebec. Calendars with pictures by Will Owen, Hassall, Lawson Wood, Tom Browne and the other English comic artists are selling well."

The Diamond series of cards, made by Dorendorff & Co., London, for whom Mr. Menzies is Canadian agent, are being supplied this year as Christmas, New Year and birthday cards as well as private greetings and the range is big and popular. The autograph line has some catchy numbers, including special English, Irish, Scotch and Welsh designs, automobile, golf and hunting cards.

## New Johann Faber Stock.

Through the courtesy of the Copp, Clark Co., illustrations have been secured of several of the new pencils and other goods being manufactured by Johann Faber.

No. 4023 is the Postograph Copying Pencil, with point protector, extra hard lead, a clear copier, solid wood end. It is fitted with patent sliding point protector and is put



up on attractive display cards, twelve pencils to a card. \$7.50 per gross.

No. 1235 is the Adonis Pencil, in fifteen degrees of perfection, hard lead, twelve pencils in a box.

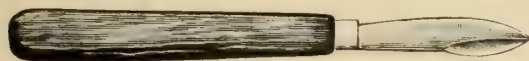
No. 3704 is the new Jupiter pencil, with gilt tip and rubber, one dozen in a box, price \$4.50 per gross.

No. 5700, the new Raphael pencil assortment, six dozen to a box, round and hexagon cedar pencils, thick gauge, natural polished, silver stamp, all with nickel tip and rubber, \$1.50 per box.

No. 5705, Nonpareil pencil assortment, six dozen to a box, round cedar pencils, polished, silver stamp, nickel tip and rubber, \$1.80 per box.

Penholder assortment No. 8, six dozen to a box, all degrees of thickness, various colors, polished, \$4.80 per gross.

No. 2234, Apollo eraser in 20's, 30's, and 40's, soft



white rubber, very durable, \$1.50 per lb.

No. 1862, paper knife, 5½ inches long, rosewood han-



dle, best of steel blade, \$1.80 per dozen. No. 2424E is 6½ inches long, ebony handle, \$3.60 per box.

No. 5718, vulcanized rubber letter opener, \$1.80 per dozen. No. 2438, polished metal letter opener, \$2 per dozen.

## Quality Cards.

The Copp, Clark Co. are showing this season a distinctive and unique series of cards, made by an American firm, which will be found attractive to those in search of novelty in Christmas card creations. These are the "Quality" cards. Many of them are in the form of letters, containing the sentiments of the world's great men. These are either in script, embossed, or in illuminated lettering.

A pretty little series consists of a folder in green, containing a Christmas wish, the words being by Dickens, Stevenson, Van Dyke, and other noted writers. A similar series in red contains a New Year's wish.

A novelty is in the form of a parchment imitation of a last will and testament, duly signed and sealed, and conveying Christmas blessings.

There is altogether a wide range, retailing from 5 cents to 25 cents each. Each card or letter is put up in a hand-made linen envelope.

## English Cards.

This year's showing of Hills & Co.'s "For the Empire" series of cards and calendars, now being made by the Copp, Clark Co., indicates improvement all along the line. The range is more extended every year and the quality of the art work is better. More attention is being paid to Canada, several new cards appropriate to this country being noticed.

Among the truly Canadian cards shown are a series bearing the names of the different provinces, embossed in gold; a series, the lettering on which is composed of imitation heads of wheat; a series in which maple leaves are predominant; another in which maple leaves entwine a sheaf of wheat. There is also a series bearing the coats of arms of the various provinces and leading cities. All these cards are listed at \$10 per 100.

In the cheaper grades, at \$2.50 per 100, there are cards with good luck emblems, holly and other designs.

embossed in parchment covers with four-page insert; pebbled ingrain covers with no inserts, having as subjects reproductions of celebrated paintings.

At \$5 per 100, there are embossed parchment covers, lithographed holly and other designs, good luck emblems and tasty views, friendship greetings and famous quotations; and pebbled ingrain covers, with such designs as, "Hands Across the Sea," and reproductions of famous paintings. At \$7.50 per 100, there are Egyptian good luck emblems, and unique lettering; pressed flowers from the Holy Land, Harrison Fisher pictures, humorous pictures, etc.

The Poinsettia flower design, embossed in colors and also hand-painted, comes at \$10 per 100. There is also an attractive series at \$12.50 per 100.

## Sample Pens.

Small envelopes, containing a number of samples of the Crucible steel pen, have been made up by the Copp, Clark Co. for general distribution. An accompanying folder describes the pen, giving particulars and prices of the various styles. Those who receive the samples are requested to experiment with them until they find the style best suited to their requirements and then to order through the local stationer. This campaign in the interests of the Crucible pens should be appreciated by the trade.



## HOW THE PHONOGRAPH COMPANIES Help the Dealer—The Problem of Distribution— The Jobber—Condition Imposed upon the Dealer —Appointing Agents—Co-operation with Dealers— By Frederic Charles Coulson.

One of the biggest problems that face the manufacturer of any given product is distribution. How to cover a certain territory with his goods to meet the demand resultant upon advertising and other selling forces is a question that frequently worries him. In the phonograph business this difficulty is practically overcome by a thorough systematic scheme of sales organization of which the head office is the central point. This system enables the headquarters to keep in close touch with its jobbers and agents. The company knows accurately what each is doing and just exactly how they stand with regard to business, the possibilities of their respective territories and just how far they are being developed.

A country is divided into districts over each of which a jobber is appointed as a distributor. He also has the appointing of agents for his own territory. A dealer in a small town where there is no agency applies to the nearest jobber for the agency in his locality. The applicant is looked up in Dun's or Bradstreet's to ascertain if he is engaged in business. He must be a storekeeper. If he is rated satisfactorily two copies of an agreement contain the conditions under which all the selling agents of the company must work. They compel the dealer to place an initial order with the jobber for three representative types of machines and one hundred and fifty records. This constitutes the minimum of stock which must be kept.

### When Dealer is Accepted.

If the applicant accepts the conditions contained in the agreement, of which there are two copies, the jobber retains one and forwards the other to the company for their consideration. The dealer's appointment comes shortly after when he is notified by the jobber that the company has accepted his application. The dealer then upon the receipt of the initial order becomes a full-fledged member of the company's vast army of agents. He is now a unit in their widespread sales organization, whose network of agents covers the entire continent.

Chief among the conditions with which the dealer is called upon to comply is that he is not to indulge in price cutting under any consideration. Thus the dealer and public alike are protected. He must also be an active salesman and be able as time goes on to show actual returns in proportion to the size of his territory or run the risk of having the agency taken away from him. The phonograph companies allow no "deadwood" among their agents.

### A Million a Year.

Over a million dollars a year is said to be spent annually on advertising by the phonograph companies: and looking over the magazines and newspapers that come to hand this would seem to be literally true. A large proportion of this annual appropriation is devoted to co-operating with the dealer in his publicity. The advertising department looks after all details in connection with expenditures for space. Besides the immense amount of white space which the phonograph companies use in the magazines, contracts are made with newspapers in localities where the companies are represented by agents or jobbers. Of course, such a comprehensive advertising campaign materially helps the dealer in selling his stock.

The interest in the phonograph publicity is always kept fresh by reason of the fact that the companies are constantly introducing new improvements in their product and continually making new series of records as popular songs, operas and matters of political moment in turn take the public fancy. In connection with the advertising department is a copy service bureau which aims to supply the dealer regularly with original ideas in advertising, furnish him with advertising copy, ready-made newspaper ads., illustrations, etc., so that the dealer himself may be enabled to carry on to the best advantage the work of publicity in his own locality.

When it is considered that the phonograph companies are able to hire the services of the best advertising experts in the country combined with the skill of such artists of note as James Montgomery Flagg, J. J. Gould and others it will be easily seen that the co-operation rendered the dealer in this regard is of no mean order.

When the experimental departments of the companies are successful in improving the quality of the machine or records, care is taken that the public shall become fully acquainted with the facts. When a certain company discovered a process which made their records unbreakable, thus eliminating the chances of breakage in transit and offering a rare selling advantage to the dealer because of their durability, thousands of dollars were spent in placing them before the public. As usual, of course, the dealer received a large share of the profit derived from this source.

### Refer Customers to Dealers.

Another way in which the companies help the dealer is in the matter of orders. When an inquiry is received by the company in response to their magazine advertisements, a reply is written the correspondent and he is referred to his local dealer or the dealer in the town nearest him. A carbon copy of this reply and the original letter received is at once forwarded to the dealer nearest the correspondent so that he is enabled to take hold of the matter and handle it intelligently. Should an inquiry be received by the jobber the same course is followed, the jobber pointing out to the inquirer that express charges will be saved by buying from the local dealer and that exactly the same careful attention will be given the order.

The percentage of profits on phonographs and records averages fairly high. Anywhere from 35 per cent. to 65 per cent. profit may be obtained from the sales of these goods, and active dealers will turn their investment from three to ten times a year. It will be seen from this that the income derived by the dealer will amount to a considerable sum annually.

That the consistent following out of the foregoing policy has been exceedingly profitable, the phenomenal growth of the phonograph business will amply testify. There are very rare cases indeed where the talking machine has not been heard and very few homes where they are not wanted or already in use.

## A BRANTFORD BOOKSELLER'S CREDITABLE HOUSE ORGAN.

Stedman's Monthly is the name of a house organ issued by Stedman Bros., Brantford. It is edited by B. G. Newton, their advertising manager, who says that as far as he knows it is the only house organ in the world devoted to the one object of pushing the sale of post cards. That the paper is popular among the trade is evidenced by the fact that many of its readers say that rather



than do without it they would willingly pay regular magazine rates for it. This is not to be wondered at. Stedman's Monthly comes very close to fulfilling the highest possibilities of a house organ. Besides the information which it supplies about the goods it is used to advertise, it contains much sound, practical information for the dealer. In connection with its other features there is a regular department on advertising, with helpful hints and suggestions, talks on window dressing, store management and trade problems. These are some of its strong points which make it a valuable aid to the dealer in the promotion of good business. Typographically the general arrangement of the matter could be improved somewhat, but it is best not to forget that ancient adage about inspecting the dental work of a gratis equine. The editor of Stedman's Monthly acknowledges the defects beforehand, but explains them by saying: "I had my troubles with the printer." He also adds that the paper is lighter than it should be for artistic printing, but this is made necessary because of the postal regulations regarding the two-cent weight limit. The size of the paper at present is 50 pages, including the cover. It is the intention next month to increase this to 56 pages which will make it quite a bulky periodical. The editor of Stedman's monthly deserves the good wishes of the trade for the capable manner in which he edits this desirable publication. He certainly manages to get a lot of really valuable matter into its pages which can be used to advantage to develop more business for the dealer.

J. Holland, representing Castell Bros. wholesale stationers and manufacturers, London, England, is expected shortly in Canada.

¶ The time to correct mistakes is before they happen.

¶ It will be a grave mistake to let your wall paper stock represent anything under top-notch in range and variety this Spring. The Season is to be a hummer—an early one, too.

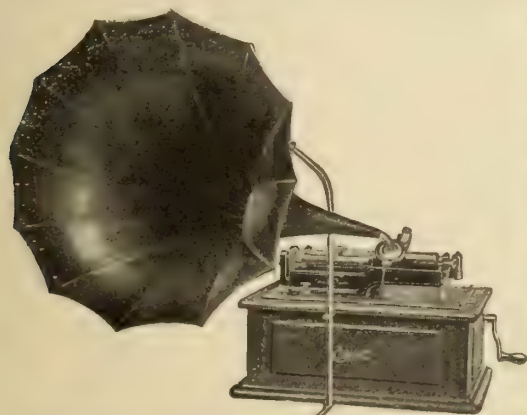
¶ Our stock and co-operation are at your service—what can we do for you? Samples of papers to add to your stock will be gladly sent, charges prepaid, if you will let us know your requirements.

**STAUNTONS**

LIMITED

Manufacturers of Fine Wall Papers

933 Yonge Street, - Toronto, Ont.



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If there is not a dealer already established in your town for this popular and well-advertised make of Phonograph : : : :

Cut this Coupon out and send to-day for full particulars of exclusive sale for Edison Phonographs and Records for your town.

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by placing your order with us at once, but you must agree not to cut prices as these goods are sold at one price only. There is a big margin of profit with only a small amount of cash invested.

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the largest of its kind in the world, we have placed hundreds of our Graduates in good paying positions, and always have scores of good openings. Traveling Salesmen earn from \$1,000 to \$10,000 a year and expenses. If you want to make big money, fill out and mail the attached coupon today for our free book "A Knight of the Grip." Address our nearest office.

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**New York Chicago San Francisco**  
**Kansas City Minneapolis**

Name \_\_\_\_\_ P.O. \_\_\_\_\_ State \_\_\_\_\_ R.F.D. \_\_\_\_\_ 356

## Standard Commercial Works

**Matte's Interest Tables**  
 At 4, 5, 6, 7, 8, 9 and 10 per cent. per annum by N. APOL. ON MATTE, 5th Edition. Price, \$3.00.

**Matte's Three Per Cent. Interest Tables**  
 By the same author. On fine heavy paper and strongly bound. Price, \$3.00.

**Hughes' Interest Tables and Book of Days Combined**  
 At 3, 3½, 4, 5, 5½, 6, 7 and 8 per cent. per annum. By CHARLES M. C. HUGHES. Price, \$5.00.

**Hughes' Supplementary Interest Tables**  
 Comprising a Special Interest Table for daily balances, showing interest for one thousand days on any amount, rates from ½ per cent. to 3½ per cent., inclusive. Also a table showing interest for one thousand days at 5 per cent., by means of which (in connection with Comparative Tables), interest for one thousand days can be obtained at any rate from ½ per cent. to 10 per cent., inclusive, and COMPARATIVE INTEREST TABLES for obtaining interest on any rate from ½ per cent. to 10 per cent., inclusive, on the basis of 365 days to the year in ½ per cent. rates. By CHARLES M. C. HUGHES. Price, \$2.00.

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**The Canadian Customs Tariff**  
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This house is pleasantly and conveniently located on the east side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and Pool. Hot and cold water baths. A. McNicol, Prop.

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 This first-class hotel is most conveniently situated in the coolest and healthiest part of the city. Five minutes from railway station and steamer stallings, and near to all principal public buildings. Cool and lofty bedrooms. Spacious dining and ladies' rooms. Billiard room. Electric light throughout.

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 Open November Closes in May

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 29 Broadway, New York.

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As good as any at any price  
 Better than any at the same price.

**HB, H, with rubber tips,  
 HB, H, 2H, 3H, 4H, B, 2B  
 without rubbers.**

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 Medium and Hard.**

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**Warwick Bros & Rutter, Limited**  
 Wholesale Stationers, TORONTO.

A well-known author not long ago stepped into a book-store, but for some little time could not attract the attention of a clerk, all interest being centred in a stout gentleman who was jotting down figures on a pad. The author strolled over in that direction and heard the head clerk remark:

"And now, sir, you have almost completed a library of which you will be proud; but, of course, you will want Balzac?"

"Waal, I don't know, now. You see, we've only got two feet and seven inches' space left," the old gentleman replied. "Go ahead and measure him, though, and if he isn't too wide I'll take him too," he added.—"Success Magazine."

An American Boy, weary of Sporting Life, was on an Outing, when he met the Modern Priscilla, a Popular member of the Smart Set. He declared his love at Sunset and told her how much he longed for Suburban Life and Good Housekeeping. She was at that time impressed with a Scientific American, an ardent exponent of Physical Culture. The other Outlook seemed more favorable, however, and she decided to become the Youth's Companion and have her own House and Garden, even though it should entail Dressmaking at Home. They went to the Judge and were married. They then decided to Travel, and set out across the Pacific, followed by Everybody's good wishes for Success in Life.—"Success Magazine."



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Columbia Records are a better proposition for the dealer and the customer than they ever were. They have doubled in value—in this way: Every Columbia Disc contains two



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Columbia Jobbers

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TORONTO**

## NEW MAGAZINE A SELLER.

The New Magazine has arrived and No. 1 is on sale at all news-stands. Henry Button, Canadian manager of Cassell & Co., is delighted with the way the sales have been mounting up. "We have sold out," he said on April 5, "although we ordered nearly 5,000 copies beyond our standing order for our best-selling magazine, 'The Storyteller.' The trade are very much pleased with it, especially as there is an exceptionally good margin for them."

Mr. Button showed Bookseller and Stationer a letter from Mr. Spurgeon, the general manager in London, in which the latter says: "You will be glad to know that The New Magazine has been an enormous success. We sold out the first edition of 160,000 on the day of publication. We reprinted another edition of 20,000 and sold out. Now a third edition of 20,000 is ready. I am quite sure this will be sold out before the end of the week. We have had interviews in all the leading London and country papers, and the verdict is enthusiastically in our favor. I hope you will do equally as well with it in Canada."

## A NEW HARMSWORTH PUBLICATION.

On the 26th of this month the Amalgamated Press will add another weekly paper to their already long list. This new venture will be entitled "Mother and Home." It is being edited by the editress of "Home Chat." The contents of this new journal will be such as to appeal directly to mothers, though at the same time to each member of the household. Specimen copies and advertising matter will be sent free on application to the publishers.

## CALGARY.

Calgary, April 6.—Things are looking up now in this part of the west and all look forward to a good year's business. All our stationery stores are at present displaying Easter goods including cards, booklets, post cards, and other novelties and by the looks of the trade being done in this class of goods all will be sold out before the Easter season closes. Sales on picture post cards still continue to be good, the best sellers here being those of our city and surrounding country. The book trade is good in Calgary at present, but the business done is mostly in late copyrights, among the best sellers being "51-40 or Fight," "Septimus," "Lonesome Pine," "Peter" and "Lewis Rand." "A Remittance Man's Letters to his Mother," is also a good seller in this part of the country. G. A. V.

## NEW MANITOBA READERS.

New readers for all the public schools of Manitoba have been decided upon by the advisory board, says the Manitoba Free Press of April 2, and the department of education will shortly call for tenders upon the specifications prepared. The new readers are designed to be a great improvement upon those now in use and will be prepared with a patriotic object in view, though not lessening the literary merit on that account. Special attention will be given to industrial life, history and geography in the selections composing the readers. The successful tenderer will submit the subject matter to the advisory board and the minister of education for approval before the books are finally settled. The readers that will be ordered are primer and numbers 1 to 4, the readers in the lower grades being provided free by the department, to pupils.



# Condensed or "Want" Advertisements

The "Want Ad." gets work for workers and workers for work. It gets clerks for employers and finds employers for clerks. It brings together buyer and seller and enables them to do business, though they may be thousands of miles apart. It helps booksellers and stationers to clear their shelves of unsaleable stock. It enables them to get out - of - print books. In brief it is invaluable.

## RATES.

Two cents per word first insertion; one cent per word subsequent insertions.

Five cents additional each insertion where box number is desired.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

## PERIODICALS.

**KEEP POSTED**—The leading authority in Canada on groceries and food products is **THE CANADIAN GROCER**. Important trade conditions generally discussed every week. Price \$2 per year.

**THE BUSY MAN'S MAGAZINE** is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. **BUSY MAN'S** is on sale at all newsstands. Better still, send \$2 for one year's subscription. Mail it to-day. **THE BUSY MAN'S MAGAZINE**, Toronto.

**THE** market reports make **HARDWARE AND METAL** a necessity to every hardware merchant, paint and oil dealer in Canada. It is mailed every Friday. Subscription price \$2 per year. Address **HARDWARE AND METAL**, Montreal, Toronto or Winnipeg.

## BOOKS FOR SALE.

*How to dispose of shop-worn or unsaleable books is the problem of many a bookseller. Try an advertisement under this heading.*

**AUTHORS, WHO PUBLISH THEIR OWN** books will find the **BOOKSELLER AND STATIONER** a good medium through which to interest the trade in their publications.

## MAPS, GLOBES AND ATLASES.

**C. S. HAMMOND & CO.**, 142 Fulton St., New York. Atlases, School Maps, Road Maps, Globes. (11-09)

## BOOK PLATES (EX LIBRIS)

**ROBERT SNEIDER CO.**, 143-145 FULTON St., New York. Designers and engravers of book plates (ex-libris) heraldic and monogram dies, pearl inlaid stamping, for stationery. (12-09)

## BOOKS ON HORSES, CATTLE, &c.

**WILLIAM R. JENKINS CO.**, 851 and 853 Sixth Ave. (cor. 48th Street), New York. The literature of the world concerning horses, cattle, dogs, &c. [8-09]

## BOOKS WANTED.

*How to secure a copy of an out-of-print book or magazine may sometimes puzzle. Try this solution.*

**BOOKSELLERS HAVING IN STOCK** copies of books dealing with the early history of Ontario towns or counties are asked to communicate with "Historian," Box 77, **BOOKSELLER AND STATIONER**. [12]

**BACK NUMBERS OF BOOKSELLER AND STATIONER** published prior to 1906. Any parties possessing such and wishing to dispose of same are invited to correspond with the publishers, 10 Front St. East, Toronto.

## BOOKS IN FOREIGN LANGUAGES

**L. EMCKE & BUECHNER**, 11 EAST 17TH St., New York. (All foreign books.) (12-09)

**L. EMCKE & BUECHNER**, 11 East 17th St., New York. Best facilities for supplying books in all languages.

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**A FIRM** of Bavarian pencil manufacturers are desirous of securing agents in Canada. Address Box 209, **BOOKSELLER AND STATIONER**, Toronto. (4)

**WANTED** A firm of wholesale agents in Cape Town wish to communicate with Canadian dealers in art calendars. Box 210, **BOOKSELLER AND STATIONER**.

## SITUATIONS VACANT.

*You want a manager or a clerk. Here is the place to let your wants be known to just the class of people you require.*

**A CTIVE**, pushing young man as city salesman. State experience, salary wanted, and give references. Apply to Cloke & Son, Hamilton. (4)

**THE EDITOR OF BOOKSELLER AND STATIONER** wants correspondents in all the larger cities of the Dominion. Apply, stating qualifications, 10 Front St. East, Toronto.

**WANTED**—in every town and village, a representative to take charge of the circulation of our various publications:—Hardware and Metal, Canadian Grocer, Financial Post, Plumber and Steamfitter, Dry Goods Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery, and Busy Man's Magazine. Good financial standing and business connection a strong recommendation. Just the position for a retired business man for his spare time. **THE MACLEAN PUBLISHING COMPANY** Limited, Toronto. (t.f.)

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**BOOKS, Stationery, Fancy Goods and China** business, in city of 10,000, with trifling opposition. Stock will invoice about \$10,000 and fixtures \$1,000. Net profit last year almost \$3,000. Satisfactory reasons for selling. Box 207, **BOOKSELLER AND STATIONER**. (tf)

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**ELLIOTT-FISHER** Standard Writing-Adding Machines make toil easier. Elliott-Fisher Limited, 513 No. 83 Craig St. W., Montreal, and 129 Bay St., Toronto.

**NOTICE**—Users of Pitner Gasoline Lamps are warned against being induced to purchase parts of other makes of lamps to be used on the Pitner. The most vital part of any lamp is its generator, and the Pitner generator has been granted a patent in Canada, the United States and other countries, on the principle of its improved method of generating gasoline vapour. Supplied and parts for the Pitner lamps can be received by return mail by applying to our representatives or direct to the **PITNER LIGHTING CO., Ltd.**, 36-38 Lombard St., Toronto, Ont.

**THE CARSWELL COMPANY, Limited**, Adelaide Street, Toronto, are in the market for early Canadian publications—any book, including government documents or statutes, say prior to 1850. Prior to 1800 preferred. (4)

**THE PERRY PICTURES**—EXTENSIVELY advertised. Millions sold. Very popular. Every one should have them. Send 4 cents in stamps for illustrated catalogue and prices to the trade. **The Perry Pictures Co.**, Box 440, Malden, Mass. (2-10)

**THE WALES VISIBLE ADDING AND LISTING MACHINE** is superior to any other machine for these reasons, among others:—Visible Printing, Flexible Keyboard, Column Space Bar, Automatic Clear Signal, Adjustment for Carbon Copies, Eliminating Keys, enabling the operator by the mere pressure of a key to add without listing or list without adding. 30 days free trial to responsible people. Write us for free illustrated catalogue. **Adder Machine Company**, Wilkesbarre, Pa. (tf)

**650,000** Not one of the 650,000 retail merchants who have bought a **National Cash Register** would think of doing business without it. **The National Cash Register Co.**, F. E. Mutton, Canadian Manager, cor. Yonge Street and Wilton Avenue, Toronto, Ont.

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**WANTED**—Position as salesman or manager for book, stationery or wallpaper business. Ten years' experience. Good references. Box 208, **BOOKSELLER AND STATIONER**. (4)

## INFORMATION WANTED.

**THE EDITOR OF THE BOOKSELLER AND STATIONER** desires to be kept posted on the publication of all new books and magazines in the Dominion of Canada. Readers will confer a favor by acquainting him of any omissions from the lists published each month.



## Special Offer to Booksellers

THE TIMES BOOK CLUB having a large Surplus Stock (clean library copies withdrawn from circulation) of Recent Popular Novels, Works of Biography, History, Travel, etc., and Publishers' Remainders (new copies), is prepared to supply Parcels of Books (your own selection) to the value of \$25 and upwards on the following convenient terms, viz.:—

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Ramsay, A., & Sons, Montreal.

## Art Publishers.

Copp, Clark Co., Toronto.

## Books and Magazines.

Amalgamated Press, Ltd., London, Eng.  
American Code Co., New York.  
Baker's Book Shop, Birmingham, Eng.  
Briggs, Wm., Toronto.  
Busy Man's Magazine, Toronto.  
Cassell & Co., Toronto.  
Clark Bros., Winnipeg, Man.  
Canadian Facts Publishing Co., Toronto.  
Farm, Field and Fireside, London, Eng.  
Financial Post Toronto.  
Henry Frowde, Toronto.  
Macmillan Co. of Canada, Toronto.  
Mussion Book Co., Toronto.  
Religious Tract Society, London, Eng.  
Morton, Phillips & Co., Montreal.  
Oliphant, Anderson & Ferrier, Edinburgh, Scotland.  
Times Book Club.  
Gage, W. J., & Co.

## Blank Books.

Brown Bros., Toronto.  
Buntin, Gillies & Co., Hamilton.  
Copp, Clark Co., Toronto.  
National Blank Book Co., Holyoke, Mass.  
Smith-Davidson & Wright, Vancouver, B.C.  
Warwick Bros., & Rutter, Toronto.

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Peerless Paper and Ribbon Co., Toronto.  
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## Christmas Cards, Calendars, Labels.

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Dennison Mfg. Co., Boston, New York, Montreal.  
Thos. M. Woodhead, Bradford, Eng.  
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Clark Bros., Winnipeg, Man.  
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Warwick Bros. & Rutter, Toronto.

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Brown Bros., Toronto.

Copp, Clark Co., Toronto.  
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Consolidated Safety Pin Co., Bloomfield, N.J.  
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Davids, Thaddeus Co., New York.  
Higgins, Chas. M. & Co., Brooklyn.  
Payson's.  
Reliance Ink Co., Winnipeg, Man.  
Smith-Davidson & Wright, Vancouver, B.C.  
Underwood, John, & Co., Toronto.  
Warwick Bros. & Rutter, Toronto.  
Gage, W. J., & Co.  
Waterman, L. E., Co., Ltd., Montreal.

## Leather Goods.

Brown Bros., Ltd., Toronto.  
Rumpp, C. F., & Sons, Philadelphia, Pa.

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## Paper.

Brown Bros., Ltd., Toronto.  
Buntin, Gillies & Co., Ltd., Hamilton.  
Hurd, Geo. B., & Co., New York.  
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## Pens.

Brown Bros., Toronto.  
Buntin, Gillies Co., Hamilton, Ont.  
Copp, Clark Co., Toronto.  
Esterbrook Pen Co., New York.  
Heath, John, London.  
Hinks, Wells & Co., Birmingham, Eng.  
Librairie Beauchemin, Ltd., Montreal.  
Macniven & Cameron, Edinburgh and Birmingham.  
Sanford & Bennett Co., New York.  
Smith-Davidson & Wright, Vancouver, B.C.  
Spencerian Pen Co., Birmingham, Eng.  
Warwick Bros. & Rutter, Toronto.  
Waterman, L. E., Co., Ltd., Montreal.

## Pencils—Crayons—Erasers.

Brown Bros., Ltd., Toronto.  
Copp, Clark Co., Toronto.  
Faber, A. W., Newark, N.J.  
Librairie Beauchemin, Ltd., Montreal.  
Ramsay, A., & Son, Montreal.  
Smith-Davidson & Wright, Vancouver, B.C.  
Standard Crayon Co., Danvers, Mass.  
Warwick Bros. & Rutter, Toronto.  
Gage, W. J., & Co.  
Waterman, L. E., Co., Ltd., Montreal.

## Phonographs

Toronto Phonograph Co., Toronto.  
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Gage, W. J., & Co.

## Post Card Albums.

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## Rubber Type.

Fulton Rubber Type Co., Elizabeth, N.J.

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Smith-Davidson & Wright, Vancouver, B.C.  
Warwick Bros. & Rutter, Toronto.  
Gage, W. J., & Co.

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Warwick Bros. & Rutter, Toronto.

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Underwood, John, & Co., Toronto.

## Wall Papers.

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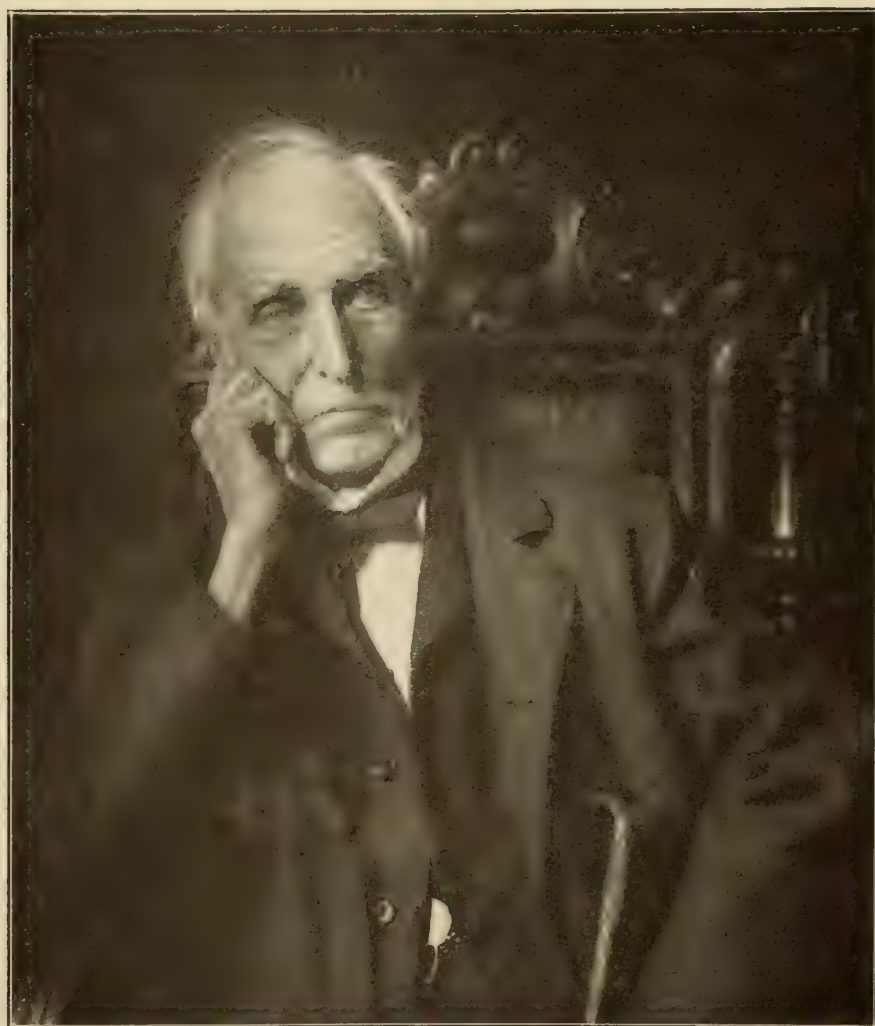
# The Canadian Bookman

A Monthly Review of Contemporary Literature Devoted to the  
Interests of Canadian Bookbuyers

Volume I No. 4

April, 1909

10c per copy, \$1.00 per year



GOLDWIN SMITH, D.C.L., LL.D.  
Canada's Most Distinguished Man of Letters.



A. G. BRADLEY

A Prolific English Writer, who has taken Canada as the Theme of Several of his Books.

### GOSSIP OF THE MONTH.

Despite the fact that he has written four historical works on Canada, A. G. Bradley is neither a Canadian nor does he reside in this country. He is on the contrary an Englishman and he lives at Rye in Sussex, England. He is now in his sixtieth year and is producing books at the rate of about three a year on historical and topographical subjects. His interest in Canada was aroused by frequent visits to the Dominion, which were made easy by a residence of some twelve years in Virginia after his graduation from Cambridge. Though he wrote several books and made numerous contributions to periodicals prior to 1895, he did not begin to write regularly until then. He contributed the chapter on "The Conquest of Canada" to the Cambridge Modern History and the life of "General Wolfe" to the English Men of Action Series. In 1900 he published his "Fight with France for North America," and in 1902 his "Canada in the Twentieth Century." The sequel to the former "The Making of Canada" has recently appeared. He has also contributed "The History of Canada" to Harmsworth's "History of the World," and is the author of "Lord. Dorchester" in Morang's Makers of Canada series. Mr. Bradley's books are most readable and it is to be hoped that he will continue to deal with Canadian subjects.

A writer in Chambers's Journal has been making some enquiries into the publication of new books in Britain and presents some interesting comparisons, based on the statistics of the past three years. New books are divided into six classes. One goes under the title of "Fiction and Juvenile Works, etc," a second is "Theology and Philosophy," a third is "History and Biography," a fourth is "Arts and Sciences," a fifth is "Poetry and the Drama," and the sixth is "Travels, etc." Most people, if asked to set down the order in which the various classes stand, would place fiction first, History and Biography second, Travels third, Arts and Sciences fourth, Theology and Philosophy fifth and Poetry and the Drama sixth. What is the actual case? Fiction, of course, leads by a big margin every year. But in 1905, Theology and Philosophy stood second, with History and Biography, Arts and Sciences, Poetry

and the Drama, and Travels, etc. in the order named. In 1906 the various classes ranked the same but in 1907 there was an upheaval. Arts and Sciences take second place, Theology and Philosophy third, History and Biography fourth, Travels fifth and Poetry and the Drama sixth. After all, however, the increase in the number of reprints is the most notable feature in modern British publishing. The output of three years ago has been almost doubled.

F. Clifford Smith of Montreal, who will be best recalled as the author of the drama, "The Sword of Damocles," has made a collection of his short stories, which will be published in the near future in book form, with the title, "The Fencing Master." These stories, which have all appeared in leading English and American magazines, include "The Mills of the Gods," "From out of the Night," "Reveillon," "The Silence of the Plains" and six others.

Recently I had an interesting conversation with a Toronto publisher on the subject of Canadian books. He is a firm believer in the ultimate appreciation in value of nearly every book published in the Dominion. So strongly does he hold this view, that he is buying up books right and left and is making a collection of Canadiana that can only be excelled by the larger public libraries. He bases his opinion on two contributory conditions,—first, the small editions of most contemporary books and second, the rapid growth of our population. Ultimately there will not be enough copies of the



Truly Yours  
F. Clifford Smith



books to go around and then prices will begin to rise. That this time is not far distant is evidenced by the increased value of certain books published only a few years ago. When questioned as to the relative values of Canadian books printed in England and Canadian books, printed in Canada, he stated that in the eyes of the collector, the latter would have the greater value.

“What about the genuine Canadian book, anyway? Is there really an appreciable demand for it, and if so, is the demand increasing?” This was a question I put to this same publisher and I was glad to learn from him that the real Canadian book has a field and a growing field. “I wish I had more Canadian books,” said the publisher. “Last year we had quite a few good titles and they sold well. This year there is a scarcity of them and I am sorry. If we had them, I am confident that we could sell them.” This being the case, why should we despair of building up a Canadian literature? If the work of the Canadian author is appreciated, as the publisher’s remarks would indicate, there

he is prepared to support it unqualifiedly. One poor book is enough to spoil a publisher’s reputation and may be enough to give our Canadian literature a serious set-back.

Owing to the appointment of her husband as Supreme Court Reporter at Vancouver, B.C., Isabel Ecclestone Mackay has removed from her old home in Woodstock, Ontario, in order to take up her residence in the western city. Mrs. MacKay is probably best known as a writer of verse, her poetry ranking high among that of contemporary Canadian poets. She has also produced some short stories of merit, which have appeared in such magazines as Cassell’s, St. Nicholas, Red Book, Canadian, Reader, People’s and the Idler. In the course of a letter Mrs. MacKay writes, “I have lived all my life in Woodstock so that the change will be a very complete one and will, I think, have a stimulating effect. One hates to leave one’s native place and can never forget it but the world is getting so small now that soon a trip to Vancouver and back will be all in the day’s work.”



ISABEL ECCLESTONE MACKAY

A Canadian Poetess of distinction, who is to become a resident of Vancouver.

will be encouragement for the embryo writers of the country to come forth and publish books.

There is a custom in Canada, which is probably more noticeable here than it is elsewhere because of the comparatively small number of our publications, of authors paying for the publication of their own books. The reason for this can be readily understood. A new and unknown author, unless his or her work is of surpassing merit, naturally cannot find a publisher to take the risk of publication. If the book is to be published, the author must lend a hand and provide at least a part of the money necessary to print and bind the book. Unfortunately there are authors whose work is so mediocre that it would be better for the sake of their own feelings and for the credit of Canada, if their books were never published. It is a debatable point whether a publisher should consent to put his name on a book, unless

Robert J. C. Stead has been winning much well-deserved praise for his book of poems, “The Empire Builders.” He has lately been nicknamed “the poet of the prairies,”—a name which seems to be entirely appropriate, as much of his work has to do with life on the western plains. Just to show how this book is “catching on” we are informed that the manager of one of the large insurance companies in the west, having seen Mr. Stead’s book advertised, ordered a copy, and Mr. Stead was agreeably surprised a week or so later to receive an order from him for 75 copies, which he stated he was going to give to each one of the company’s representatives. He also stated that in his library of hundreds of volumes he had no book between two covers which he prized as highly as Mr. Stead’s volume, and intimated that this is the kind of literature which Canadians should read.

W. A. C.



THE GRANGE

Professor Goldwin Smith's famous Toronto Residence, the Mecca of all Literary Visitors to Canada.

## Goldwin Smith, the Sage of the Grange

Interesting Side Lights on Canada's Most Distinguished Literary Man—How He Spends his Day—The Doyen of Canadian Journalism.

The oldest and most distinguished author in Canada is Goldwin Smith, "the Sage of the Grange." And yet, the mere term "author" is scarcely an appropriate one in this case, for the veteran writer is a scholar, teacher, critic, reviewer, historian, philosopher and journalist as well. In fact he often describes himself as a journalist and takes a pride in being associated with the printing art. In his eighty-sixth year he is never idle, and, to borrow a newspaper expression, he "grinds out more copy" than many literary men half his age. He was never known to use a slipshod or careless phrase, never guilty of padding, redundancy, monotony, or any of the minor offences which frequently characterize productions emanating from much less busy men than the venerable litterateur. Since his removal to Canada thirty-eight years ago he has made his home in Toronto. His quaint, historic, ivy clad residence on Grange Road is one of the show places of Toronto, with its wide stretch of lawn and magnificent old elm trees. With ninety years to its credit "the Grange" enjoys the distinction of being the oldest standing residence in Toronto. Its historic charm and park-like surroundings make it an ideal literary re-

reat. Externally the house is most interesting, but a glimpse of the interior reveals much more of the home-like comforts and appointments of the ancient abode—its wide, old-fashioned hallway, its Cromwellian dining room and its ample library. It has been well said that "the very atmosphere of the apartments seems to stimulate memory and thought and it only needs a glance at the crowded book shelves to have a further incentive to wield the pen. It must be as easy for Goldwin Smith to write essays in "The Grange" as for Wordsworth to have penned sonnets at "Rydal Park."

### The Purpose of This Article.

Goldwin Smith has been called "the greatest living master of style in the English language," but there are more remarkable things to be said about this great thinker and zealous worker. He is a newspaper man in the best sense of the term, and for years has never been without an organ through which to communicate his opinions to the public on all questions of current interest. To review his busy life in detail would require many pages. Rather is it the purpose of this sketch to outline



briefly some outstanding features of the man, his methods of work, his daily life, hobbies and associations. He has been identified with many causes, and his labors in the line of educational, legislative, political, industrial and social reform are all so widely known, and their worth so generally recognized, that to treat of them at length would read like a homily on the weather, spring floods or other trite topics.

## University Connections.

Goldwin Smith's name is held dear at Oxford and other seats of learning, including Cornell University at Ithica, N.Y., where for three years he was lecturer on English Constitutional History. So popular was he with the students that, even to this day, the alumni affectionately refer to him as "Goldie" while, six years ago, when the new \$300,000 Hall of Humanities was dedicated, it was named "Goldwin Smith Hall" in honor of him who was one of the founders of the University and is still professor emeritus of that great institution.

## His Coming to Canada.

"I well remember Mr. Goldwin Smith when he first came to Toronto," said an old, personal friend the other day. "I was then a resident graduate in the University College residence and it was in the month of June. The sun shone brightly and the air was warm and delightful. I was studying law at the time and, being an officer of the University Association, I was delegated to go down to the Queen's hotel and ask Mr. Smith to be present at our annual convocation and dinner in the evening. I saw a tall, spare, wiry and active gentleman with a kindly smile and a pleasant greeting. He consented to attend and, when he entered the hall, the students gave him an enthusiastic welcome. I recall one characteristic sentence in the address which he made upon that occasion, although it is nearly forty years ago. He was speaking of his own Alma Mater and said, 'This beautiful day and these ideal surroundings remind me, as I look into your bright, young faces, of my own dear Oxford in the green summer time. He has a fine imagination and he pictured so graphically the scenes around the famous English seat of learning, we could almost realize that we had been students there ourselves. I have never known him to have a day's illness and I prize his friendship to-day as one of my rarest possessions; he is in every way a lovable old gentleman. I have never met a more genial host or a more hospitable citizen, while his charitable undertakings have been countless. His generous liberality and kindnesses have never been proclaimed from the house tops, and the public little know of the extent of his benevolence. Goldwin Smith is a fearless, powerful and incisive writer, but he is never unfair, and has never descended to use a coarse, ungentlemanly or cowardly expression. His attitude and sentiments on all occasions are his own, and, although with many others I have not always been able to agree with him, still there has never been other than pleasantness in our personal relations. Mentally, he is as alert as half a century ago, while physically he is uncommonly active for one of his advanced years, yet to look at him, so thin in build and spare in frame and figure, with his walking stick, his constant companion, in his hand, and with a slight student stoop, one wonders where he stores up so much bodily energy and vitality."

## Doyen of Canadian Journalism.

Editors and reporters often refer to Goldwin Smith as the "Doyen of Canadian Journalism." For years he has been an honorary member of the Canadian Press Association, and, until the last year or two, usually attend-

ed the annual gatherings and banquets of that body where he was always given an enthusiastic reception and accorded the post of honor. For nearly a generation he has written several hundred words every week for the Farmers' Sun under his favorite pseudonym "Bystander," and his utterances are widely quoted in the newspapers of the Dominion. In other years he was a contributor to The Week, The Bystander, The Nation and The Canadian Monthly. He began his journalistic work as a contributor to The London Times and was on the staff of The Saturday Review. His observations have always lent strength and value to any publication. Letters from his pen frequently appear in "The Spectator" and other high-class English journals on subjects of current interest.

## His Day's Work.

Nine o'clock every morning finds him in his well equipped library, ready for a big forenoon's work. Some of his literary productions are dictated to his private secretary, Mr. T. Arnold Haultain, but much is written by himself, in a clear, steady hand with few alterations. He continues his labors until lunch hour. The afternoons in the winter are devoted largely to reading and in the summer to strolling in his spacious grounds, or enjoying a drive around the city. "The Grange" is a hospitable home, and no Englishman or foreigner of note would regard his visit to Toronto as complete without calling upon the master, who is an intimate friend of Rt. Hon. James Bryce, Lord Rosebery and other distinguished statesmen. He is never happier than when surrounded by a coterie of friends. He is fond of music, plays a good game of billiards, and in whist is no mean antagonist. He never plays bridge but does not disdain a game of patience. He retires about ten o'clock and at times, when he does not rest well, he will get up, and coming down to his library, will engage in his favorite literary work until he feels disposed to return to his room. Mr. Smith ascribes his longevity to his simple, careful living and his regular habits. While at Oxford he kept his horse and used it freely, and he also followed the hounds on many occasions. He is an advocate and supporter of sports and athletics of all kinds, and it is not so long ago that he was seen bowling on the green on the grounds of the yacht club at the island.

## An Original Thinker.

Of industrious temperament, ripe scholarship, and the recipient of the highest honors and degrees in the world of letters, he prefers to be known as plain Goldwin Smith, his name unadorned by any prefix such as "Professor" or "Doctor," by which title he is occasionally addressed by those who know him less intimately. For over half a century Goldwin Smith has been in the very forefront of English writers and reviewers. He wields a prolific but not a bitter pen. He is a great critic but his treatment of any subject is always couched in temperate and dignified language. He has never curried favor with any cause or party, has not trimmed his sails to catch passing breezes of approval, but has ever been a deep and original thinker. His convictions are the result of earnest, serious study. He is plain and out-spoken in his judgments and opinions and his attitude is never uncertain on what he conceived to be the right. Severe criticism does not disturb him, and, while the press on different occasions has read him sharp lectures as to the course he should pursue, he has not, for an instant, deviated from the path which he considered the proper one to follow—thorny and difficult as it might appear to be. An uncompromising opponent of mere party expediency and a staunch enemy of growing political corruption and immorality, he has always firmly



held his ground. A consistent advocate of municipal, legislative, and educational reform, he has been a resolute champion of these causes. He is a warm friend of labor and of the working man, but an enemy of socialism. In politics he styles himself a "moderate liberal." While resident in England he took an active part on several occasions in the general elections and was pressed, time and again, to become a candidate. On one occasion, he narrowly missed a nomination by the non receipt of a telegram at the psychological moment. It is understood that he has declined similar offers of public confidence in Canada. Mr. Smith is a regular attendant at the little Baptist church near his home and is a firm believer in the principle of entire separation of Church and State.

## His Career.

A passing reference may be made to a few salient events, in a record so studded with dramatic incidents. His father was a practising physician in Cheshire, England, and a man of considerable wealth. His gifted son was born at Reading and was educated at Eton and afterwards at Oxford, where he pursued a brilliant course, winning many prizes and scholarships, particularly in the ancient languages and English composition. University College was his Oxford College but he was also a fellow of Magdalen. A sidelight of interest is that, although he studied law and was called to the Bar at Lincoln's Inn in 1817, he never practised the profession. For eight years he was Regius Professor of Modern History at Oxford and during the American war, he was a staunch champion of the North. Goldwin Smith has always been a zealous and powerful friend of civil and religious liberty and a champion of the oppressed in England. In 1863 he wrote a learned and vigorous work—"Does the Bible Sanction American Slavery?" Following it came a treatise on "The Morality of the Emancipation Proclamation." About that time he paid his first visit to the United States, where, on a lecturing tour, he was given a most enthusiastic welcome, Brown University conferring upon him the degree of LL.D. which distinction, by the way, has been subsequently bestowed upon him by Oxford, Princeton, Toronto and other famous seats of learning. Returning to England he published "England and America" and "The Civil War in America." In 1868, having resigned his chair at Oxford, he made his second trip to the United States and until his removal to Toronto in 1871, was on the staff of the then newly founded Cornell University to which institution, it is said, he intends to leave his brains as a legacy in accordance with a stipulation made some years ago. In 1875 he married Harriet, daughter of Thomas Dixon, Boston, Mass., and widow of Wm. Henry Boulton, Toronto. They have no family.

## His Principal Works.

The devotion and zeal of Goldwin Smith in literary, educational and historical work has never ceased. A long list of books on history, religion, national politics, philosophy and biography he has to his credit, yet a far greater bulk of material in his constant contributions to the newspapers and periodicals of his day. Among the most widely known and also the most widely read works of this great scholar, able champion, and unflinching iconoclast, are "Irish History and Irish Character," "Lectures on Modern History," "Three English Statesmen, Cromwell, Pitt and Pym," "Essays on Reform," "The Irish Question," "The Relations between American and England," "A Short History of England, down to the Reformation," "William Cowper," "The Conduct of England to Ireland," "False Hopes," "Canada and the Canadian Question," "A Trip to England," "Oxford and Her Colleges," "Bay Leaves, Trans-

lation from the Latin Poets," "Specimens of Greek Tragedy," "Essays on Questions of the Day," "Guesses at the Riddle of Existence," "A Political History of England," and many other productions.

It has been stated that Goldwin Smith has been engaged from time to time, preparing for publication a book of "reminiscences" concerning men, incidents and events in connection with his long, active career. Of him an admirer has truly said: "When he lays down his pen in this life it will only be because of a call to the life beyond."

## RECENT CANADIAN COPYRIGHTS.

From the official list of copyrights as published in the Canada Gazette have been deleted all titles, of music, photos, etc., only those of books being retained.

20667. "Lovell's Commercial Compendium for 1909." Statutes compiled and edited by John Delatre Falconbridge, M.A., LL.B. (Book). John Lovell & Son, Limited, Montreal, 11th March.

20668. "Lovell's Law Annual, 1909" (Book). John Lovell & Son, Limited, Montreal, 11th March.

20669. "Joseph Howe." A sketch with a chronology. By Joseph Andrew Chisholm, K.C. (Book). Joseph Andrew Chisholm, Halifax, 11th March.

20682. "O Canada, Our Favored Land." (Book of Poems). George Clark Holland, Ottawa, 13th March.

20687. "Directory of Vancouver Island and the Adjacent Islands, 1909." (Book). Provincial Publishing Co., Victoria, B. C., 15th March.

20694. "Spong's Account Collection Register." (Book) Charles Edward Spong, Toronto, 15th March.

20695. "Wire Fences and Posts." By E. L. Dyer. (Book.) E. L. Dyer, Toronto, 16th March.

20698. "Mail Order Sermonettes." (Book.) Hiram Wesley McCurdy, Toronto, 16th March.

20699. "A Chicago Episode." Story. (Temporary Copyright.) Annie A. Bond, Winnipeg, 16th March.

20700. "A Hospital Nurse of the Old School." (Temporary Copyright.) Annie A. Bond, Winnipeg, 16th March.

20701. "C.L.C. Tombola Cook Book." Mary Elizabeth MacPhee and Bertha Grace Kirkpatrick, Cornwall, Ont., 16th March.

20709. "Notman's Photographic Series, Volume VII; Newfoundland." (Album.) Wm. Notman & Son, Montreal, 19th March.

20712. "Le Canada Ecclesiastique pour 1909." (Livre.) Librairie Beauchemin Limitee, Montreal, 19 fevrier.

20717. "Child of Destiny." By William J. Fischer. (Book.) William J. Fischer, Waterloo, Ont., 20th March.

20719. "Some Facts." (Book.) Clarence W. Noble, Toronto, 20th March.

20725. "The Canadian Parliamentary Guide, 1909." Edited by Captain Ernest J. Chambers. (Book.) Ernest J. Chambers, Ottawa, 24th March.

20739. "The Essentials of Health." A Text Book on Anatomy, Physiology and Hygiene. By Charles H. Stowell, M.D. With an Article on the Prevention and Treatment of Tuberculosis, by C. J. Fagan, M.D. The Educational Book Company of Toronto, Limited, Toronto, 29th March.

20747. "Line Fences Act." By James Morrison Glenn, K.C., LL.B. (Book.) The Municipal World, Limited, St. Thomas, Ont., 31st March.

20751. "Conjuror's House." A Romance of the Free Forest. By Stewart Edward White. (Book.) McLeod & Allen, Toronto, 31st March.



# What the Publishers are Providing for Canadian Readers

## List of Fiction Continues to Grow —Several Important Novels Announced—Other New Books.

"The Flight from Siberia" by Suoiszewski, will be published about the end of the present month by the Copp, Clark Co.

The Copp, Clark Co. expect to have ready shortly a Canadian edition of Conan Doyle's "Round the Fire Stories." (\$1.25).

The Copp, Clark Co. announce a small 32-page book to retail at 10 cents, containing "Rules for Bridge, Euchre, Whist, Cinch, Pinochle and Five Hundred."

Henry Frowde, Oxford University Press, has ready a third edition of "Septimus" by W. J. Locke, demonstrating the continued popularity of this clever novel.

"The New Book of the Horse," by Charles Richardson, hunting editor of The Field, is to be published this summer by Cassell & Co. in fortnightly parts, the first part to appear on May 25.

McLeod & Allen have recently published the following fiction titles: "The Special Messenger" by Robert W. Chambers, "Loaded Dice," by Ellery H. Clark, "The Butler's Story" by Arthur Train.

The Macmillan Co. of Canada have published a fourth edition of "The Cliff End" by Booth. The new edition contains a colored frontispiece and many black-and-white illustrations. The previous editions were not illustrated.

A steady demand for the Biographical Edition of the works of Robert Louis Stevenson in both cloth and leather and the Pocket Edition of the works of George Meredith is noted by the Copp, Clark Co., who carry both editions in stock.

Since our last issue the Copp, Clark Co. have published "Fraternity," by John Galsworthy, "The Biography of a Silver Fox" by Ernest Thompson Seton and "The Climbing Courvatels" by Edward W. Townsend, a society story by the author of "Chimmie Fadden."

An important religious work on Cassell & Co.'s spring list is "Faith: the Word and the Thing," by the Bishop of Durham. It is a volume that will be appreciated by thoughtful people, who, in these days of theological unrest, seek for a wise and experienced guide.

The Copp, Clark Co. announce for publication on April 16, "A King in Khaki," by Henry Mitchell Webster, author of "The Whispering Man," illustrated by Rose O'Neil Wilson. It is a story of finance, with scene laid in Jamaica with a dashing love romance interwoven.

The Copp, Clark Co. have arranged for a Canadian edition of Robert Grant's new novel "The Chippendales." The Chippendales are an old Boston family whose life is invaded by Blaisdell, a typical modern man of affairs. The author has made the most of his characters and opportunities.

The Macmillans will publish at once Mr. Wells' "Tono-Bungay," which was the best seller in England last month. In this book the author has left the field of mysticism, to which he has devoted himself in his later books, and returns to the vein that produced "Kipps," and "Love and Mr. Lewisham."

Canadian readers are to have an opportunity of seeing a book by "Rita" very shortly, entitled "The House called Hurrish." "Rita" has a great following in England, and the Macmillans have taken an edition of her new book to introduce her to Canadians. She is probably best known as being the author of "The Masqueraders."

Frank Danby's new book "Sebastian," or as the title is in England, "An Incomplete Etonian," will be in the hands of the Macmillan's shortly. This might be described best, possibly, as something between "Pigs in Clover," and "The Heart of a Child." The character delineation is very strongly done, and it is bound to make a place for itself in the Canadian field.

The forthcoming De Morgan book may possibly be published in two volumes, which will be a startling in-



BARONESS ORCZY

Author of "The Scarlet Pimpernel"  
and "The Elusive Pimpernel."

novation on present-day methods of publishing. The Canadian publishers, Oxford University Press, expect the work to be ready in the early summer. The title will be: "It could never occur again."

"Everyday Japan," by Arthur Lloyd, M.A., is a descriptive book, the product of twenty-five years' residence and work in the country. In this sense it is authoritative, Mr. Lloyd having been privileged to witness the development of the nation at close quarters.

The book contains eight colored plates and 96 reproductions from photographs. (Cassell & Co.)

The Musson Book Co. announce the publication of "From Island to Empire: a short history of the expansion of England by force of arms." It is the work of John S. C. Bridge. (\$1.50). Other new books announced by this house are "The Story of the Submarine," by Colonel C. Field, "Coins and How to Know Them," by G. B. Rawlings, and "American Poultry Culture" by R. B. Sando, (\$1.25).

The Macmillans will publish shortly "Retribution," by the author of "When it Was Dark." The story deals with a famous kidnapping case in London, and the pursuit of the criminals over Europe by motor and electric launch. They will also have shortly a new book by a new writer—Miss Napier's "The Heart of a Gypsy." The scene of this novel is laid in Exmoor, that never-failing fount of "copy" for novelists.



Illustration from "Comrades," by Thomas Dixon, Jr.

This month McLeod & Allen will complete their spring list by the publication of "The Man in Lower Ten" by Mary Roberts Rinehart, author of "The Circular Staircase"; "Without a Shadow" by Oliver Cabot; "Hearts are Trumps" by Alexander Otis; "Trolley Folly" by Henry Wallace Phillips; "Elusive Isabel" by Jacques Futrelle; "The Other Side of the Door" by Lucia Chamberlain and "Infatuation" by Lloyd Osbourne.

Hodder and Stoughton, London, will publish through the Canadian Branch of the Oxford University Press, Toronto, during the year, the following novels: "Rose of the Wilderness" by S. R. Crockett; "The Fortunate Prisoner," by Max Pemberton; "The Lady of Blossom," by H. Rider Haggard; "The Cage," by Harold Begbie; "The One Who Came After," by David Lyall; "Bond and Free," by John Oxenham; "The Fair Re-

fugee," by Maurice Gerard, and a new novel, the title of which has not yet been announced, by A. E. W. Mason.

Novels which the Macmillans report as still having an excellent sale are: Alfred Ollivant's "The Gentleman," Miss Dougall's "The Paths of the Righteous," and Herriek's "Together." The largely increased sale of this last title is probably due to the absurd attack upon it by a so-called "Purity Committee" in Ottawa. They attempted to have the book barred at the customs and from the mails. It is needless to state that they were unable to carry out their wishes.

Miss Ramsay's "The Straw" is now in its fourth edition in almost as many weeks. It is a story laid in the field of the famous Quorn Hunt in Leicestershire. The mystery connected with murder in the story is said to be drawn from an affair that actually happened a year or two ago, and caused a great sensation not only there but all over England. The key to the mystery is successfully withheld from the reader until the last line of the last page in the book. (Macmillan Co.)

The following is the complete list of new titles added this season by Cassell & Co. to the People's Library: "Guy Mannering" and "Heart of Midlothian" by Scott; "Hard Cash," by Reade; "Whitefriars," by Robinson; "Leaves of Grass," by Whitman; "Legends and Lyrics" by Procter; "Two Years Ago," by Kingsley; "Barchester Towers," by Trollope; "Peter Simple," by Marryat; "The Life of Nelson," by Southey; "Tales of Mystery and Imagination," by Poe; "Life of Christ," by Farrar; "Faust," by Goethe; "Swiss Family Robinson," by Wyss, and "Compleat Angler," by Walton.

Paul Pierce, editor of "What to Eat," the food magazine and Honorary Commissioner of Foods at the Jamestown Exposition, has prepared four books on entertainments, which the Copp, Clark Co. handle in Canada. "Parties and Entertainments" contains new and novel suggestions for all occasions. "Dinners and Luncheons" contains sentiments and quotations for dinner menus, table stories, toasts, etc. "Breakfasts and Teas" describes the bon voyage breakfast, club breakfast, colonial tea, etc. "Suppers" offers great opportunity for the display of original ideas. These books sell at 60 cents each.

Cassell & Co. present a lengthy and attractive spring list, in which all classes of books are represented. Their fiction list is particularly strong, having as a leader Mrs. Humphry Ward's new novel, "Daphne, or Marriage a la Mode." Following this are: "The Yellow God," by H. Rider Haggard; "The Show Girl," by Max Pemberton; "The Sword of the Lord," by Joseph Hocking; "The Interrupted Kiss," by Richard Marsh; "The Red Saint," by Warwick Deering; "Sir Gregory's Silence," by A. W. Marchmont; "The Conquest of Chrystabel," by Mrs. Vaizey; "Peggy the Daughter," by Katharine Tynan; "A Royal Ward," by Percy J. Brebner, etc.

The Copp, Clark Co. will have ready shortly new editions of Jacks' "Masterpieces in Color," in which three of the original volumes will be grouped into one. Thus "Great English Portrait Painters of the 18th Century" will be made up of the volumes on Reynolds, Gainsborough and Romney; "Leaders of the English Pre-Raphaelites" will consist of Rossetti, Hunt and Millais; "Three Great Florentine Painters" will be made up of Fra Angelico, Botticelli and Leonardo; "Three Great Portrait Painters of the 17th Century" includes Rembrandt, Hals and Velasquez; and "Three Great Modern Painters," Leighton, Burne-Jones and Whistler. The price of each volume is \$1.50.



# A Survey of the Canadian Literary Field.

## Conditions Still Dormant—Prospects of an Active Spring Season—Several New Books Announced.

In the new set of titles just added to Everyman's Library is to be found Captain F. Marryat's "Settlers in Canada."

"The People of the Plains" is to be the title of Mrs. Paget's book on the Indians of the Northwest, which William Briggs will publish within a few months. A preliminary announcement of this book was made last month.

A practical treatise on "Swimming," by Sheffield, the champion swimmer of Canada, is announced for early publication by the Musson Book Co. It will contain chapters on all kinds of fancy swimming and life saving.

Moffat, Yard & Co., New York, have just published H. Addington Bruce's "Romance of American Expansion," in which the author gives a comprehensive account of the territorial growth of the United States. Mr. Bruce is a Canadian by birth.

"The Suitable Child" is the rather unusual title of a small book by Norman Duncan, which will be published next fall, as a Christmas story. The Canadian edition will be handled by Mr. Duncan's former publisher, Henry Frowde of the Oxford University Press.

The Copp, Clark Co. have in preparation a new edition of the late Sir John G. Bourinot's "How Canada is Governed." It has been revised and edited by A. W. Duclos, B.A., B.C.L., advocate of the province of Quebec and one of the assistant editors of the Quebec Official Law Reports.

Donald A. Fraser of Victoria, B.C., is to publish through William Briggs, of Toronto, a volume of poems entitled "Pearls and Pebbles," which is to bring lustre to the western province. Mr. Fraser is one of the members of the Wigwam Club of Victoria, which meets at intervals and discusses the literary efforts of its members.

Now that the Imperial spirit is strong, and patriotism is in the air, an announcement from William Briggs of a book to be entitled "The Empire Birthday Book" is timely. The book is being compiled by Miss Mabel Clint, of Montreal. It will be fashioned after the style of the ordinary birthday book, but will contain patriotic verses for each day in the year.

A unique feature in Dr. William G. Fischer's new novel "Child of Destiny," which by the way is a most attractive-looking volume, is an illustration from a drawing by Signor Cattapani, an Italian count of artistic tastes, who is at present in Canada on a philanthropic mission. The other illustrations are by George H. Longbridge, a Toronto artist.

To their "Canada Series" of stories for boys and girls, the Musson Book Co. have added the following titles:—"Ti-ti-pu," a story of Hudson's Bay, by J. Macdonald Oxley (35 cts.); "Standing the Test," by the same, (35 cts.); "Never Beaten," by E. Harebutt Burrage, (50 cts.); "Far Snow and Water: or Life in the Great Lone Land," by Edward S. Ellis (75 cts.); "Half a Dozen Boys" and "Half a Dozen Girls," by Anna C. Ray, (75 cts.); "Daughters of the Dominion," by Bessie Marchant; "The White Trail," a story of the Klondike, by Alex. Macdonald, (\$1.50).

The biggest star in the Canadian literary firmament this year is Colonel Denison's "Struggle for Imperial Unity." To the average reader the title will not mean much until the book has been read, but then the full import and weight of meaning in the title will be thoroughly realized. Not only is it a most interesting personal reminiscence, but it will form a most valuable source-book of Canadian politics during the last forty years. Canada is under great obligation to the gallant Colonel for putting so much important material into permanent form which might otherwise have escaped the historian. It is needless to say that, being a Macmillan book, its get-up in every way is beyond criticism. A review will be found in another column.

J. J. Kelso, superintendent of the Department for Neglected Children of the Province of Ontario, is very much interested in the publication of Dr. Dickinson's book, "Your Boy; His Nature and Nurture," which is shortly to appear, and expects that there will be a large demand for it. Doctor Dickinson has made a specialty of the study of boys for a great number of years, and his book is one of the most unique on this subject which has ever been issued. The author is an enthusiastic amateur photographer, and his ability to take good pictures has stood him in good stead in the illustrating of his book. The volume contains a series of illustrations on every phase of boy life which will make the book a very charming one to all interested in boys. It will appeal particularly to parents, teachers and doctors.

The Canadian Parliamentary Guide, 1909, edited by Captain Ernest J. Chambers, Gentleman Usher of the Black Rod, is now out and so great has been the demand that the entire edition has been taken up. The features of the new edition are the lists, with addresses, of the members of the newly elected Canadian House of Commons and of the new Legislative Assemblies in the provinces of Ontario, Quebec, New Brunswick, Prince Edward Island and Saskatchewan. Complete official election returns are given in each case, as well as detailed returns of all bye-elections since the last issue. The biographical matter has been most carefully compiled and forms a most valuable feature of the book. The 1909 edition contains considerably more matter than its predecessors, but by the use of smaller type, it has been held within former limits.

A few months ago a very successful series of books entitled the Canadian Hero Series was inaugurated with the publication of the initial volume, "The Story of Isaac Brock," by Walter R. Nursey. This book has been very well received by teachers and public men, and the next volume, to be called "Tecumseh," is being looked for with interest by the general public. Following up this series on Canadian heroes, the publishers thought it well to issue a volume dealing with Canadian heroines, and this is to be published shortly under the title of "Heroines of Canadian History." The author is Mr. W. S. Herrington, of Napanee, Ontario. This volume promises to be a very interesting work as it contains accounts of all the leading heroines in Canadian history. William Briggs is to be congratulated on his enterprise in bringing out a book of this nature. The book will contain a group frontispiece of the heroines named in the book.



# Brief Reviews of Recent Important Books

## Colonel Denison's Book on Imperial Unity—Hon. Chs. Langelier's Political Reminiscences—New Novels

The publication of Colonel Denison's "Struggle for Imperial Unity" is the notable event of the month in the Canadian publishing field. There has also been a large output of fiction of a more or less notable character.

### Two Political Volumes.

**THE STRUGGLE FOR IMPERIAL UNITY.** By Colonel George T. Denison, Toronto: The Macmillan Co. of Canada, Limited. Cloth \$2.00. Despite the criticism heard in certain quarters, that the personality of Colonel Denison asserts itself too strongly in this book, its publication is a notable event in the annals of Canadian literary effort. The Colonel is an enthusiast and much may be pardoned to an enthusiast. He takes himself seriously and he takes the events that happen around him seriously. Consequently his book is weighty in tone, fraught with deep purpose, burning with the zeal of a patriotic Canadian for the welfare of his native land. It is always an interesting literary treat to read the impressions of a man of discernment and culture, on the events which he has witnessed during his lifetime. When, like Colonel Denison, the writer has been a participant himself in the events he describes, the interest is bound to be still deeper. No political transaction of any importance has occurred in Canada during the past forty years, in which the gallant Colonel has not taken a keen and active part. All these events are touched upon in the present volume and much new light is shed on several of them. Probably the most interesting section of the book is that devoted to an exposure of the negotiations which were entered into in the early nineties between a group of men in the United States and another group in Canada looking towards the ultimate union of the two countries. This movement in favor of commercial union, as it was designated, was bitterly opposed by Colonel Denison and his friends and, from the narrative, we would judge that it was largely through his personal instrumentality that the movement was nipped as soon as it was. The chapters in which he lays bare the intrigues of the men who were aiming at annexation form most entertaining reading.

**POLITICAL REMINISCENCES, 1878 to 1890.** By Hon. Chs. Langelier, C. R. Sheriff of the District of Quebec. Quebec: Dussault & Proulx. Paper covers, \$1.50. It would be interesting to have a translation of this book for the benefit of English-speaking Canadians, for it throws a most valuable light on the political history of Quebec, during a period of transition in the Lower Province. Mr. Langelier is a Liberal and writes from the Liberal standpoint. He has the Frenchman's keen love for politics, and he is not sparing of his opponents. But, notwithstanding, he is dealing with events, and his personal impressions have value. He has gone through numerous political campaigns; has witnessed the decline of Conservatism and the rise of Liberalism in his province, and has been the friend and associate of all the political leaders of the period. Added to this, he wields a facile pen, which enables him to describe events with vigor. Thus equipped, he has produced a readable

book, which will be a valuable contribution to Canadian history.

### A Notable English Novel.

**THE OLD WIVES' TALE.** By Arnold Bennett. Chapman & Hall, London; 6 shillings. This volume possesses merit of a high order and may be classed with the best fiction of the season. If, as has been said, the function of the novelist is to hold the mirror up to nature, then has Mr. Bennett scored a success; for, he has produced a distinct impression of the period and localities, which form the ground-work of his story, of the characters who live and move under his informing touch, and of the types he has portrayed. The skill and ease of the practised hand are apparent in breadth of drawing, in just proportion and in finished detail. The sisters, Constance and Sophia Baines, around whom are grouped minor characters of scarcely less interest, are strongly contrasted generic types. Constance, in whom the passive virtues predominate, finds her vocation and her sphere in the quiet Staffordshire town in which she is born. But, it is in Sophia, the beautiful, the imperious, that the chief interest centres. After an unhappy marriage, and deserted by her worthless husband, we find her stranded in Paris, confronted by the life of that gay capital on its most shady side in the days of the siege and the commune. It is perhaps inevitable that in the treatment of phases of life where the sordid and the sensual play a part, the veil should sometimes be cast aside and vice exhibited in all its naked deformity, but our author has never done this, save to accentuate those nobler characteristics which repel and rise above their base surroundings. The native nobility of Sophia Scales enables her to move with a lofty detachment amid the sordid and the vile, bestowing kindness, yet taking on no stain from her associations.

### The Newest Fiction.

**THE BUTLER'S STORY.** By Arthur Train. Toronto: McLeod & Allen. Cloth, \$1.25. A clever book that can be recommended. The butler, who had been formerly in the employ of an English nobleman, comes to America and takes service in the family of a New York millionaire. His impressions of New York society, his descriptions of social arrangements and social functions are inimitable. There is a semblance of a plot running through the book, which gives a structure on which the butler can string his comments.

**BANZAI.** By Parabellum. The Musson Book Co, Toronto; \$1.25. A translation from the German, from the standpoint of an American citizen. It deals with the possibilities and consequences of a Japanese invasion of the United States. On the assumption of a probable conflict in the near future for the commercial supremacy of the Pacific, the author has vividly portrayed all the horrors of war. Like other recent books of its class, in arguing the case for the probability of war, many of its conclusions are based upon very uncertain premises. Nevertheless, one rises from its perusal with a sigh of relief at the thought



that it is after all only fiction, and with the devout wish that this fiction may never be translated into fact.

**OLD JIM CASE OF SOUTH HOLLOW.** By Edward Irving Rice. The Musson Book Co, Toronto; \$1.25. A simple village community in central New York furnishes the author of this book with materials for his story. Jim Case, who figures as the village oracle, is the embodiment of genial humor and homely, everyday philosophy. The scenes in the village store with Old Jim as the presiding genius are racy and characteristic. The proper local coloring is given by a free use of the prevailing vernacular.

**THE EXPLORER.** By William Somerset Maugham. The Musson Book Co., Toronto; \$1.25. Alec MacKenzie, a man of high ideals and patriotic sentiment, is the explorer. On the eve of his departure on an expedition into the wilds of Africa, he gives a certain promise to the lady whom he loves. The keeping of this promise, which concerns the lady's brother, a worthless scamp, involves him in serious difficulty, and well nigh wrecks the happiness of two noble personalities. The seriousness of the book is relieved by Dick Lomas and Mrs. Crowley, whose witty encounters and untiring bon homie are quite delightful. They are the good fairies of the book and come to the rescue in several difficult situations.

**FATE'S A FIDDLER.** By Edwin George Pinkham. McLeod & Allen, Toronto; \$1.25. The interest in this story turns upon a will which is twice upset by the discovery of later wills. Though American in its setting, there is a touch of Dickens in the treatment of some of its characters and incidents, notably in the various members of the Bibbus family, their views of life and their adventures. The book is pleasant reading all through and concludes happily.

**OPEN HOUSE.** By Juliet Wilbor Tompkins. The Musson Book Co., Toronto; \$1.25. A charming story for a leisure hour. Cassandra Joyce, a spoiled beauty and the daughter of a millionaire, is suddenly bereft of friends and fortune. She is thrown upon her own resources to obtain a livelihood. She accepts a position as office assistant to an eminent specialist in nerve disorders. Amid the human derelicts gathered under the hospital roof of Dr. Caspar Diman, she gains new views of the meaning of life and its duties, and becomes a useful and a happy woman.

**THE KING OF ARCADIA.** By Francis Lynde. Toronto: McLeod & Allen. Cloth, \$1.25. A great irrigation scheme, involving the construction of an enormous dam, in a western valley, is the central feature of this story. Bitter opposition to the carrying out of the project is made by a wealthy rancher, who owns most of the valley. Three engineers have been killed under suspicious circumstances, when the hero, the fourth engineer, appears on the scene. The story recounts the adventures which befall him as he continues the work. He falls in love with the rancher's daughter, whom he had met before in the east, and with her aid, he is finally able to clear up the mystery of his predecessors' deaths and to exonerate the rancher.

**THE WEB OF THE GOLDEN SPIDER.** By F. O. Bartlett. Toronto: McLeod & Allen. Cloth, \$1.25. A poverty-stricken divinity student comes to the rescue of a forlorn maiden, who has been accosted by a policeman in Boston. He knocks the latter over and rushes the girl off. They finally take refuge in a big house, closed for the summer. The night is wet and stormy. While they are drying off, the owner of the

house suddenly appears on the scene. He is an elderly man, who has been recently wounded. They render him assistance. Meanwhile, the man's enemy follows him and in an endeavor to get at him, the hero is shut up in the basement. When he gets free, the trio have gone. He is deeply interested in the girl, and decides to follow any clue that will bring him to her. In the course of his pursuit, he goes to a South African republic and becomes involved in a stirring series of adventures.

**THE MESSAGE.** By Louis Tracy. Toronto: McLeod & Allen. Cloth, \$1.25. While it would hardly be correct to say that this is a better story than Mr. Tracy's earlier successes, it is yet quite an entertaining romance, turning on the strange find made by a young Englishman and a girl during the regatta at Cowes. It was a curiously carved image floating on the water, and in it was a message which eventually led the hero into difficulties and dangers in tropical Africa. Added interest is given to the story by the introduction of international intrigues, which caused a rebellion in Africa and almost put an end to the lives of both hero and heroine.



E. W. TOWNSEND

Author of "The Climbing Courvatels."

**THE CLIMBING COURVATELS.** By E. W. Townsend. Toronto: Copp, Clark Co. Cloth \$1.25. The Courvatels are jugglers, who have attained a foremost place on the vaudeville stage. The wife is clever, and from the outset of her professional career has determined that she will be a lady. They work ceaselessly to this end and save money, keeping their private and stage lives absolutely distinct. They are finally able to retire, and through the agency of a wealthy banker, are introduced into exclusive social circles. Playing their game well, they become leaders in their set. The climax comes when it is disclosed who they are, but what they feared never happens, and instead of losing their social standing, they are accepted for their real worth.

#### Miscellaneous.

**THOMAS BONE, THE SAILOR'S FRIEND.** By Jesse Gibson. Toronto: Upper Canada Tract Society. Cloth, 60c.; paper, 40c. The quaint little old missionary to the sailors passing through the Welland Canal, was for years a familiar figure to thousands of godly people in Ontario, and this memoir of his life will be

## BOOKSELLER AND STATIONER

appreciated by them. The author gives a faithful delineation of Mr. Bone's character, illustrating his work and giving many entertaining anecdotes about him.

**MEN IN THE MAKING.** By Rev. Ambrose Shepherd, D.D. Hodder & Stoughton, London; Upper Canada Tract Society, Toronto; \$1.00. The subjects treated

in this series of addresses are just such as must appeal to the man who desires help in the shaping of his life, so as to make the most of it. The treatment of the ethical problems dealt with is trenchant, wise and discreet, and the solutions have a direct bearing on practical life. The time spent in perusing this admirable book will amply repay the serious reader.

## Best Selling Books of the Past Month.

As Reported by Leading Booksellers.

### Belleville.

1. Peter. By F. H. Smith. McLeod.
2. Lonesome Pine. By John Fox, jr. McLeod.
3. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
4. Man from Brodney's. By G. B. McCutcheon. Briggs.
5. Holy Orders. By Marie Corelli. Briggs.
6. Red Mouse. By W. H. Osborne. Briggs.

### Brantford.

1. Lewis Rand. By Mary Johnston. Briggs.
2. Joshua Craig. By D. G. Phillips. Briggs.
3. My Lady of the Snows. By M. A. Brown. Briggs.
4. Septimus. By W. J. Locke. Frowde.
5. Web of Golden Spider. By F. O. Bartlett. McLeod.
6. 54-40 or Fight. By E. Hough. McLeod.

### Calgary.

1. 54-40 or Fight. By E. Hough. McLeod.
2. Lonesome Pine. By John Fox, jr. McLeod.
3. Peter. By F. H. Smith. McLeod.
4. Red Mouse. By W. H. Osborne. Briggs.
5. Lure of the Mask. By Harold MacGrath. McLeod.
6. Remittance Man's Letters. By W. H. P. Jarvis. Musson.

### Charlottetown.

1. Anne of Green Gables. By L. M. Montgomery. Page.
2. Sowing Seeds in Danny. Mrs. McClung. Briggs.
3. Holy Orders. By Marie Corelli. Briggs.
4. Message. By Louis Tracy. McLeod.
5. Spell. By W. D. Orcutt. Musson.
6. Immortal Soul. By W. H. Mallock. Musson.

### Chatham.

1. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
2. Red Mouse. By W. H. Osborne. Briggs.
3. Joshua Craig. By D. G. Phillips. Briggs.
4. Life of Dr. Robertson. By Ralph Connor. Westminster.
5. Lady of the Decoration. By Frances Little. Musson.
6. Septimus. By W. J. Locke. Frowde.

### Hamilton.

1. Septimus. By W. J. Locke. Frowde.
2. Red Mouse. By W. H. Osborne. Briggs.
3. Lonesome Pine. By John Fox, jr. McLeod.
4. Actress. By Louise C. Hale. Musson.
5. Message. By Louis Tracy. McLeod.
6. Sowing Seeds in Danny. By Mrs. McClung. Briggs.

### Kingston.

1. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
2. Joshua Craig. By D. G. Phillips. Briggs.
3. Salthaven. By W. W. Jacobs. Copp.
4. Diana Mallory. By Mrs. Ward. Musson.
5. Governors. By E. P. Oppenheim. Copp.
6. Red Mouse. By W. H. Osborne. Briggs.

### Moncton.

1. Red Mouse. By W. H. Osborne. Briggs.
2. Together. By Roger Herriek. Macmillan.
3. Songs of a Sourdough. By R. W. Service. Briggs.
4. Spanish Jade. By Maurice Hewlett. Cassell.
5. Holy Orders. By Marie Corelli. Briggs.
6. Joshua Craig. By D. G. Phillips. Briggs.

### Montreal.

1. Message. By Louis Tracy. McLeod.
2. A million a Minute. By Hudson Douglas. McLeod.
3. Katrine. By Elinor M. Lane. Musson.
4. Special Messenger. By R. W. Chambers. McLeod.
5. Climbing Courvatels. By Edward W. Townsend. Copp.
6. Jewelled Ball. By Flora B. Guest. Cambridge.

### Ottawa.

1. Anne of Green Gables. By L. M. Montgomery. Page.
2. Katrine. By Elinor M. Lane. Musson.
3. Bridge Builders. By A. C. Ray. Musson.
4. Lonesome Pine. By John Fox, jr. McLeod.
5. Remittance Man's Letters. By W. H. P. Jarvis. Musson.
6. Songs of a Sourdough. By R. W. Service. Briggs.

### Peterboro.

1. A Million a Minute. By Hudson Douglas. McLeod.
2. Man from Brodney's. By G. B. McCutcheon. Briggs.
3. Joshua Craig. By D. C. Phillips. Briggs.
4. Holy Orders. By Marie Corelli. Briggs.
5. Knack of It. By C. B. Loomis. Frowde.
6. Sowing Seeds in Danny. By Mrs. McClung. Briggs.

### Port Arthur.

1. Special Messenger. By R. W. Chambers. McLeod.
2. 54-40 or Fight. By E. Hough. McLeod.
3. Peter. By F. H. Smith. McLeod.
4. Message. By Louis Tracy. McLeod.
5. Lorimer. By H. Bindloss. McLeod.
6. By Force of Circumstance. By G. Holmes. McLeod.

### Quebec.

1. Lorimer of the Northwest. By H. Bindloss. McLeod.
2. Life of Dr. Robertson. By Ralph Connor. Westminster.
3. Lewis Rand. By Mary Johnston. Briggs.
4. Elusive Pimpernel. By Baroness Orczy. Copp.
5. Miss Minerva. By F. B. Calhoun. Musson.
6. Gentleman. By A. Ollivant. Macmillan.

### St. Catharines.

1. Wheel of Fortune. By Louis Tracy. McLeod.
2. Comrades. By Thomas Dixon, jr. Copp.
3. Septimus. By W. J. Locke. Frowde.
4. Joshua Craig. By D. G. Phillips. Briggs.



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5. Diana Mallory. By Mrs. Ward. Musson.
6. Where Love Is. By W. J. Locke. Frowde.

### St. John.

1. Anne of Green Gables. By L. M. Montgomery. Page.
2. Peter. By F. H. Smith. McLeod.
3. Joshua Craig. By D. G. Phillips. Briggs.
4. Lonesome Pine. By John Fox, jr. McLeod.
5. Life of Dr. Robertson. By Ralph Connor. Westminster.
6. Red Mouse. By W. H. Osborne. Briggs.

### Stratford.

1. My Lady of the Snows. By M. A. Brown. Briggs.
2. Red Mouse. By W. H. Osborne. Briggs.
3. Septimus. By W. J. Locke. Frowde.
4. Lonesome Pine. By John Fox, jr. McLeod.
5. Joshua Craig. By D. G. Phillips. Briggs.
6. Holy Orders. By Marie Corelli. Briggs.

### Toronto.

1. Septimus. By W. J. Locke. Frowde.
2. Katrine. By Elinor Macartney Lane. Harpers.
3. Message. By Louis Tracy. McLeod.
4. Actress. By Louise Closser Hale. Harpers.
5. Climbing Courvatels. Ed. W. Townsend. Copp.
6. Bronze Bel. By Louis Joseph Vance. Briggs.

### Winnipeg.

1. Septimus. By W. J. Locke. Frowde.
2. Anne of Green Gables. By L. M. Montgomery. Page.
3. Ben Hur. By Lew Wallace.
4. The Message. By Louis Tracy. McLeod.
5. Red Mouse. By W. H. Osborne. Briggs.

### Canadian Summary.

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### England.

1. The Yellow God. By H. Rider Haggard.
2. Three Brothers. By Eden Phillpotts.
3. Black Magic. By Marjorie Bowen.
4. Kingsmead. By Baroness von Hutten.
5. Love Letters of Thomas Carlyle and Jane Welsh.
6. The M. P. for Russia.

### United States.

1. 54-40 or Fight. By Emerson Hough.
2. Lonesome Pine. By John Fox, Jr.
3. Septimus. By W. J. Locke.
4. Peter. By F. H. Smith.
5. Red Mouse. By W. H. Osborne.
6. Missioner. By E. P. Oppenheim.

## ONTARIO LIBRARY ASSOCIATION.

At the annual meeting of the Ontario Library Association, held in Toronto on April 12 and 13, the following officers were elected: President, Judge Hardy, Brampton; first vice-president, A. W. Cameron, B.A., Streetsville; second vice-president, L. J. Burpee, Ottawa; secretary, E. A. Hardy, B.A., Toronto; treasurer, Dr. A. B. Macallum, Toronto; councillors, Dr. George F. Locke, Toronto; W. F. Moore, Dundas; Miss Janet Charteris, Chatham; H. J. Clark, Belleville; D. Williams, Collingwood; Rev. W. A. Bradley, B.A., Berlin.

A report of the meeting will be published in our next month's issue.

## ANGLO-GERMAN SONG BOOK.

From David Nutt, of Long Acre, W.C., London, England, comes a copy of "The Anglo-German Song Book," intended for the use of associations, clubs or societies, where the German language as well as English is practised or spoken, and where songs such as may be sung by all present may be indulged in. The little volume contains many German and English originals and the translations are strictly adapted to the correct rhythm, so that with every song, either English or German words may be used, without offence to the musical ear. The addition of staff notation would be very acceptable, although most of the songs are set to well-known existing melodies.

A song on "The Zeppelin Balloons" is set to the melody of the British Grenadiers, the first stanza running as follows:—

There is a gallant soldier  
Count Zeppelin by name,  
His cradle was in Suabia,  
His race well-known to fame.  
He conquered friends and enemies  
Wherever they had been,  
And defied the air with a sum,—sum,—sum,  
Bravo! Count Zeppelin.—etc., etc., etc.

## CANADIAN TYPES OF THE OLD REGIME.

Toronto, March 24th, 1909.

Editor Canadian Bookman,—I noticed an article in the last issue of your paper which was evidently signed by yourself regarding the Canadian publisher of the book, Colby's "Canadian Types." I just wish to state that as far as I am aware we have not yet been out of this book. At Christmas time it is just possible that we ran out for a day or two, but we have had three lots and at no time did we intend not having copies in stock. We have a number now and can take care of any orders entrusted to us.

E. W. WALKER,

Manager Wholesale Department,  
Methodist Book and Publishing Co.

## NEW BOOK OF ESSAYS.

Dr. Thomas O'Hagan, the Canadian litterateur, whose volume entitled "Canadian Essays" is now out of print, has in press with William Briggs a new book of essays which is to be entitled "Essays Literary, Critical and Historical." Dr. O'Hagan's knowledge of Canadian literature is very extensive, as was well shown in his previous book of essays, in which a very able article appeared on the "Women Writers of Canada." The book will probably be published in about five weeks.

## A BOOK DISPLAY.

This year's book exhibit of the Musson Book Co. which has been open for several weeks now at the King Edward Hotel, Toronto, is by far the finest showing ever made by this house. Particularly in the department of fine bindings is it exceptionally strong. Mr. Musson is making a specialty of these and states that there is a rapidly increasing demand for them. This year he has had customers from Buffalo and Detroit, who have bought the line heavily. One notable set in the collection is a complete edition of Robert Louis Stevenson, comprising 27 titles, which have been brought together from seven different publishers.

## BOOKSELLER AND STATIONER

### RETURNS TO COPP, CLARK CO.

James Swift, who has been traveling for the E. H. Harcourt Co. for the past year, has returned to his old position with the Copp, Clark Co., and will cover the western Ontario field again. Paul Trebilcock, who has been on this territory in the meantime goes west to Alberta and British Columbia.

### SPRING FICTION ANNOUNCED.

Supplementary to the lists in the January and February issues.

| Title.               | Author.                    | Publisher.    |
|----------------------|----------------------------|---------------|
| Kingsmead            | Baroness von Hutten        | Musson        |
| Set in Silver        | C. N. and A. M. Williamson | Musson        |
| Katrine              | Elinor Macartney           | Musson        |
| The Inner Shrine     | Anonymous                  | Musson        |
| The Royal End        | Henry Harland              | Musson        |
| In the Shadow of     |                            |               |
| Pa-Menkh             | Dora Langlois              | Musson        |
| The Bridge Builders  | Anna Chapin Ray            | Musson        |
| The Kingdom of       |                            |               |
| Earth                | Anthony Partridge          | Musson        |
| Ezekiel              | Lucy Pratt                 | Musson        |
| The Good One         | Miriam Michelson           | Musson        |
| The Master           | Irving Bacheller           | Musson        |
| Old Jim Case of      |                            |               |
| South Hollow         | Edw. I. Rice               | Musson        |
| Daphne in Fitzroy    |                            |               |
| Street               | E. Nesbit                  | Musson        |
| Salome and the       |                            |               |
| Head                 | E. Nesbit                  | Musson        |
| The Explorer         | W. Somerset Maugham        | Musson        |
| Banzai               | "Parabellum"               | Musson        |
| Open House           | Juliet Wilbur Tompkins     | Musson        |
| Mad Barbara          | Warwick Deeping            | Musson        |
| Jason                | Justus Miles Forman        | Musson        |
| The Hand-made        |                            |               |
| Gentleman            | Irving Bacheller           | Musson        |
| The Planter          | Herman Whitaker            | Musson        |
| The Gorgeous Borgia  | Justin Huntly McCarthy     | Musson        |
| The Yellow God       | H. Rider Haggard           | Cassell & Co. |
| The Show Girl        | Max Pemberton              | Cassell & Co. |
| The Sword of the     |                            |               |
| Lord                 | Joseph Hocking             | Cassell & Co. |
| The Interrupted Kiss | Richard Marsh              | Cassell & Co. |
| The Red Saint        | Warwick Deeping            | Cassell & Co. |
| Sir Gregory's Sil-   |                            |               |
| ence                 | A. W. Marchmont            | Cassell & Co. |
| The Conquest of      |                            |               |
| Chrystabel           | Mrs. De Horne Vaizey       | Cassell & Co. |
| Peggy the Daughter   | Katharine Tynan            | Cassell & Co. |
| A Royal Ward         | Percy J. Brebner           | Cassell & Co. |
| The Lure of Eve      | Edith Mary Moore           | Cassell & Co. |
| The Love-Brokers     | Albert Kinross             | Cassell & Co. |
| Double Bonds         | Florinda McCall            | Cassell & Co. |
| A Daughter of the    |                            |               |
| Storm                | Capt. Frank Shaw           | Cassell & Co. |
| The Secret Paper     | Walter Wood                | Cassell & Co. |
| The Wreathed Dag-    |                            |               |
| ger                  | Margaret Young             | Cassell & Co. |

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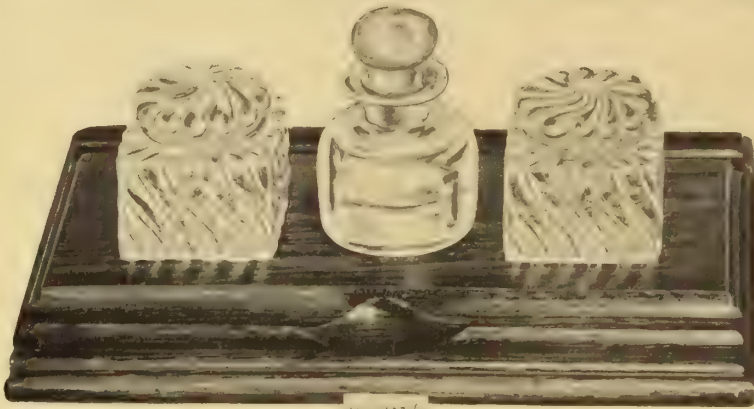
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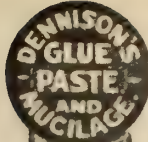
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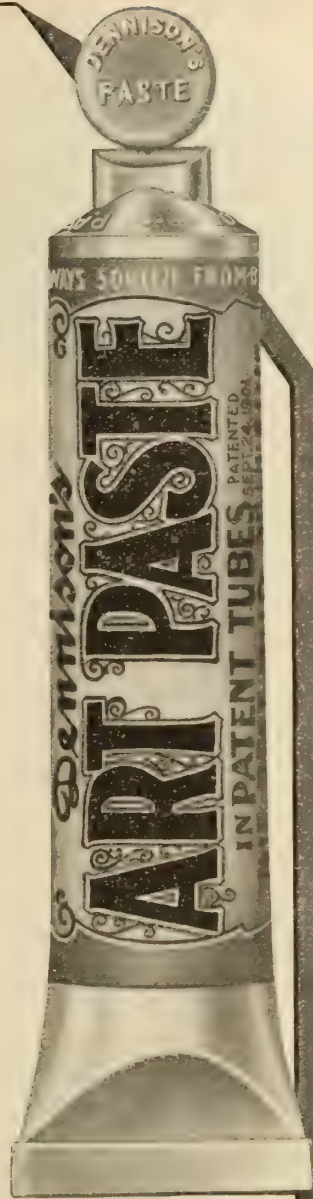
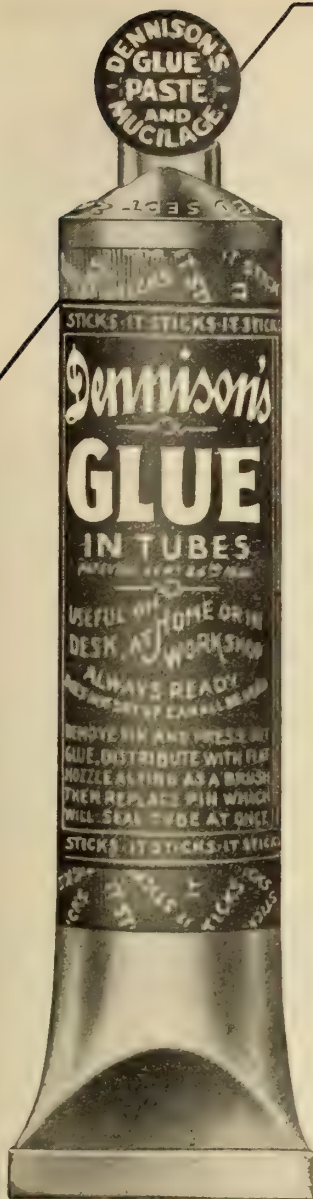
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Proof of the superiority and salability of Elliott Fancy Calendar Pads will be cheerfully sent you in shape of a complete sample line if you write us for same.

Also remember the Elliott  
Line of Art Calendars.

THE  
**CHAS. H. ELLIOTT**  
COMPANY  
Philadelphia, Pa.

## National <sup>BLANK</sup>BOOKS



**M**ADE in all sizes, rulings and bindings to meet every requirement of the accountant. They contain paper of extra fine quality—the best products of the Holyoke Mills being used for the purpose.

The National Line also includes a wide variety of Loose Leaf Ledgers, Price Books and Memorandums.

**National Blank Book Co.**  
HOLYOKE MASSACHUSETTS



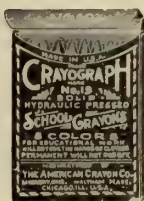
# Section of School Supplies

Exercise Books  
Copy Books  
Scribblers

Readers  
Maps  
Crayons

**Crayons—A New Sort—** Many Stationers lose business which is at their door, through not having new, correct School goods, and not submitting same to the Authorities, Teachers and Scholars. These people are hunting out and want proper materials with which School work can be carried on, and aggressive firms, making special efforts for this trade, are getting it easily in a large volume.

It pays a hundred-fold to reach out for this business, for quite apart from the profit of sales from School materials, it brings customers for other goods, for as naturally as a duck takes to water, so do buyers patronize a live store. The School supply business is increasing rapidly, and live merchants are reaping the benefit by introducing and creating a steady trade for goods which please and make friends. There will be no better line to do this with next School season than



## CRAYOGRAPH CRAYONS

for they are not ordinary crayons, but a sort which perfectly do what crayons should do, hence **Crayograph Crayons** are creating a demand for themselves because of their merits. **Crayograph Crayons** are the result of the work of expert crayon manufacturers, aided by teachers who specialize in color teaching. Your order for the next season's School Supplies will be decidedly incomplete without some of these Crayons. They are obtainable from all wholesale houses. Makers:

THE AMERICAN CRAYON CO.

# E. H. Harcourt Company Limited

Publishers of the new

## Ontario Copy Books

Manufacturers of

Exercise Books, Scribbling Books  
and all School Blanks

**O**UR LINE this year contains twenty new designs—Canadian and Patriotic. Our full line contains 100 designs. Special attention paid to mail orders accompanying copy books.

WRITE US FOR SPECIAL TERMS

**NEW  
EXERCISE**

**NOVEL  
BOOKS**

**SCENIC  
SURPRISES**

**ARTISTIC and ATTRACTIVE with  
CATCHY COLORED COVERS**

The Front Cover represents some scene or event of historical or local interest, while the Back Cover contains a detailed description of the idea illustrated in front.

**SOME OF THE DESIGNS ARE**

**THE ALARM.** Exciting, stirring. Brigade hurrying to fire.

**THE WORLD WIDE.** Geographical and historical.

**THE LIGHTHOUSE.** Striking and suggestive.

**BULL'S EYE.** Target practice vividly illustrated.

**THE BISON.** A true picture of a magnificent specimen of this almost extinct animal.

**CHINOOK.** Indian girl's head on dark brown and khaki colored background.

**MARATHON.** Of special sporting interest to all.

**THE AIRSHIP.** Imaginative and inventive.

**VULCAN.** Blacksmith-shop scene. Cheery and life-like.

**RED CROSS.** Nurse in uniform, worth while preserving.

**FARTHEST NORTH.** A dash for the Pole.

**WALRUS.** An excellent imitation of walrus hide.

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**THE COPP, CLARK CO., LTD.**

**64-66 Front St. West - Toronto, Canada**



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Our line of School Supplies is essentially large and complete. Everything and anything likely to be called for in this direction we carry. They have yearly proved themselves to be Successful Self-Sellers. This we are proud of and take pleasure in publishing a proclamation of the fact, that Our Goods have stood the supreme test, and have proved their value as quick money makers.

## These Lines Are For You and Your Trade

**STUDENTS' NOTE BOOKS**—All sizes and qualities.

**NATURE-STUDY NOTE BOOKS.**

**ART DRAWING BOOKS.**

**MAP DRAWING BOOKS.**

**SCRIBBLING BOOKS.**

**EXERCISE BOOKS.**

**LEAD PENCILS**—An infinite variety and assortment. All qualities.

**SLATE PENCILS**—All varieties.

**PENHOLDERS** — Assorted, Rubber, Metallic, Fancy.

**COMBINATION PEN and PENCIL.**

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**COLORED CRAYONS.**

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**TORONTO, CANADA**

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¶ We are also showing a full range of the newest and best things procurable in Stationery Sundries of all kinds, for School Opening, and at close figures.

**W. J. Gage & Co.**

Limited

*Manufacturing Stationers*

**Toronto**



**Ontario**

PAPER MILLS AT ST. CATHARINES, ONT.



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Here is a slate with a new talking point. It has been claimed by educators that the ordinary school slate is more or less unsanitary because of the accumulation of germs through constant use.

They say that if this objection is removed there is no reason why the slate should not regain its old-time popularity.

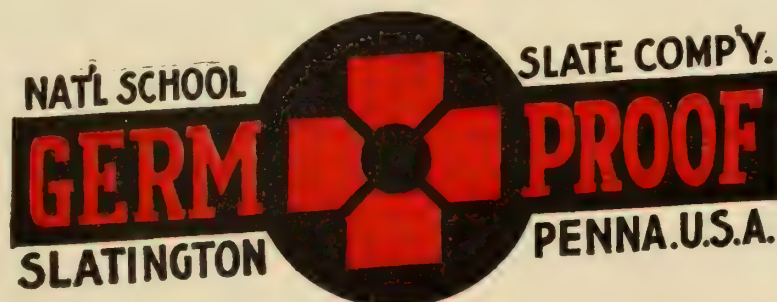
We agreed with the educators; and we *have removed the objection* by perfecting the

## GERM-PROOF SLATE

Every slate we make is treated *chemically* to make both slate and frame thoroughly antiseptic and absolutely *germ-proof*; and we guarantee that every slate will remain in that condition for at least several years.

*The Board of Education of Toronto has adopted "Germ-Proof" Slates for use in the Public Schools.*

This trade-mark  
is on all  
genuine  
Germ-Proof  
Slates.  
Insist  
on  
the  
Genuine



They cost you  
nothing extra—  
and you can  
Guarantee  
them to  
your  
Customers

Carefully graded under these names—each brand bearing the above trade-mark:  
"ANCHOR" and "ELK" D, "WIREBOUND," "PEERLESS," "CROWN," and "OAK LEAF" noiseless.

FOR SALE BY ALL THE LEADING JOBBERS

*Manufactured only by*

**NATIONAL SCHOOL SLATE COMPANY**  
SLATINGTON, PENNA., U.S.A.

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| SCRIBBLERS | EXERCISES | NOTE BOOKS | BLANK DRAWING BOOKS | SCHOOL SLATES | LOCK BOXES | CRAYONS |
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SCHOOL MAPS

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and stock up while the selection is good. We have a large and choice assortment of standard school goods in a splendid variety of styles and designs. Our stock of

**Scribblers, Exercise Books, Note Books, Drawing Books, Slates, Crayons, Maps, School Bags, Black Boards, Pencils**

will particularly interest you as they have been carefully selected with the exact requirements of the trade in view. Our lines are reasonably priced and we can promise you early shipments. Your orders, whether large or small, will receive our best consideration.

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quantity, variety, economy,  
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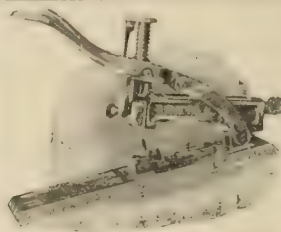
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and  
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This is a machine that drives a flat staple that holds. It penetrates the thickest and toughest paper and will not tear the thinnest. Easy and convenient to work and will not get out of order, because it is simply made.

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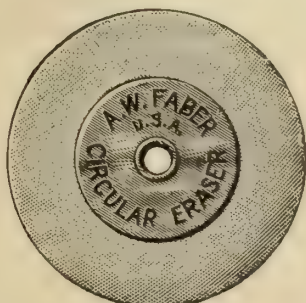
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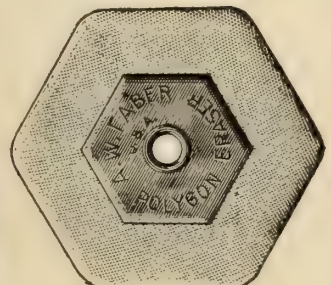
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MADE IN ALL STYLES



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will please your most fastidious customers.  
Flows freely, does not corrode the pen.

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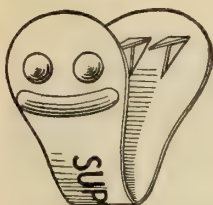
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Superior  
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The papers cannot pivot.  
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A new paste tube which is sealed with a pin--no threads to become clogged. Has a unique spreader to distribute the paste. Work all done with one hand and that hand kept clean.



Nos. 275 and 275½—"The Tube With the Tongue."

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Both packed one doz. in display box.

Write for prices

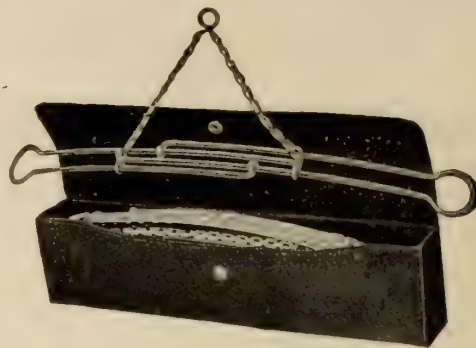
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OF ARTICLES FOR TRAVELLERS



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Manufactured by

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1850

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**Klymax Klip**  
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The only clip that gives  
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One dozen  
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German Silver,  
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Rolled Gold,  
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Discount to the Trade on  
application.

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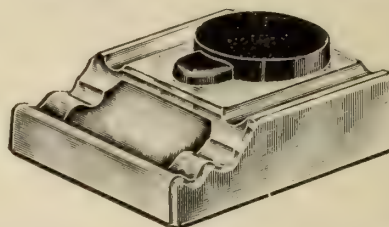
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"Just enough ink to ink the pen"

Small  
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No. 25

Retail  
Price  
75c.



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Shows  
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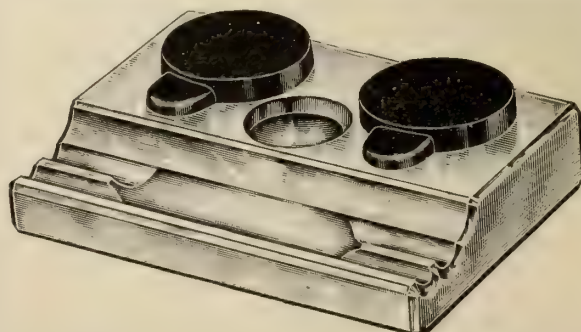
Victor Inkstands keep ink clean and liquid, having an extra large capacity with only a very small exposure to the air. Easy to clean and fill—cannot upset; covers move so easily that they can be opened and closed with the pen point.

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354 BROADWAY

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One  
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Leaders in  
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Special card for whist players Colonial Whist  
We are headquarters for Playing Cards—Made  
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the most desirable adhesive,  
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ONLY ADHESIVE FOR LI-  
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This article should be carried by every progressive dealer.

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That is what every manufacturer and merchant  
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What is the best way to proceed—the strong-  
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It circulates thoroughly in Canada from Coast  
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Put this statement to the test.

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United States made

## Post Cards

Line consists of Bright, New and  
Snappy Numbers. Also Display  
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**BOOKSELLER AND STATIONER**  
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P.S.—Advertiser will be in Toronto for  
a few days shortly.

Everybody Buys  
**VALENTINE'S**

**SERIES**

**OF**

**Canadian View**  
**POST**  
**CARDS**

**WHY?**

Because they are the post cards  
of perfection and the line  
is the largest and  
most varied.

Send for Sample Order  
100 Assorted, Price \$1.00

THE  
**Valentine & Sons**  
**Publishing Company**

Limited

77 Bay Street  
TORONTO

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**Advertising Service**

WITH the intention of assisting those  
of our subscribers who either be-  
cause of want of time or lack of know-  
ledge cannot attend properly to their  
advertising, BOOKSELLER and STATIONER is  
willing to undertake this service for them.

¶ As previously pointed out, many retailers  
require help in the preparation of their  
advertising copy if it is to achieve the right  
results. How to make the retailer's copy  
increase in "pulling" power is our object.

¶ By a close, thoughtful analysis of those  
qualities which make for good advertising,  
and applying the successful methods dis-  
covered to their own work our advertising  
men are enabled to produce copy contain-  
ing the most effective ideas. Influential  
and persuasive, it helps to create new  
trade.

¶ A thorough knowledge of the practical  
resources of the printing offices enables  
us to obtain results not possible to one  
who does not understand typography.

¶ For those services there is no charge.  
The only condition is that you must be  
a paid-up subscriber. Write us giving a  
complete description of your requirements.

*William G. Colgate:*

*Manager Copy Department.*

BOOKSELLER AND STATIONER  
10 Front St. East TORONTO, CANADA



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## and Canadian Newsdealer

A monthly journal devoted to the interests  
of the Bookselling and Stationery Trades

W. A. CRAICK  
Editor

Subscription: One Dollar a Year  
Single Copies - - Ten Cents

Vol. XXV.

TORONTO, CANADA, MAY, 1909

No. 5

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*Published by* **MACLEAN PUBLISHING COMPANY, Toronto, Canada**  
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# Bookseller and Stationer

and Canadian Newsdealer

A monthly journal devoted to the interests  
of the Bookselling and Stationery Trades

Subscription: One Dollar a Year  
Single copies : : Ten Cents

Vol. XXV.

TORONTO, CANADA, MAY, 1909.

No. 5.

## EDITORIAL COMMENT

The sole topic of conversation this month among the members of the trade with whom the staff of Bookseller and Stationer have come in contact is the new school book contract awarded by the Ontario Government to the T. Eaton Company of Toronto. In whatever way we regard it, there seems to be no consolation for the afflicted bookseller. The contract has been signed, sealed and delivered and the successful tenderers announce that they are going to live up to every letter of it. This means that they intend to retail the books at the same price at which they will supply them to the booksellers. It also means that they will print their name as publishers on every copy of the edition. The Government announce that they will do nothing to put the arrangement on an equitable basis for the book trade. It might be within their power to keep the publisher's name off the books. Even if they did this much something would be accomplished but this is too much to expect.

\* \* \*

Having accepted the inevitable, all the trade can do is to take precautions to prevent further damage. The thin edge of the wedge is in. Undoubtedly the Eaton Company will follow up their advantage by tendering for other books as the opportunity offers. Any such contingency must be guarded against. The Government must be told that the policy of taking sides with the enemy of the retail trade and against the interests of that trade, is distasteful to thousands of merchants and their friends throughout Ontario. It is something that every bookseller can easily do. Letters to local members and to the Minister of Education should be despatched at once protesting vigorously against the Government policy. The booksellers should go further and secure the co-operation of every other retailer in their locality. A mass of such letters pouring in on the Education Department would create a great impression.

\* \* \*

Some special attention is paid in this number to school supplies, for this is about the season when most retailers place their orders for the goods required at

school opening. School opening time and holiday time are two periods in the year when the stationer has an opportunity to stir things up. He should lay plans early to handle this business competently. Elsewhere we give a few pointers on ways and means of making a success of the business. The general recipe nowadays is aggressiveness. The man who gets out after the business with determination is bound to succeed.

\* \* \*

This year's meeting of the National Association of Stationers and Manufacturers of the United States is scheduled for July 19 to 23, at Toledo, Ohio. It will be the fifth annual convention of the organization and, if the same degree of progress is exhibited here as at previous meetings, there will be a very large attendance of stationers present. An attractive booklet, describing Toledo and outlining plans for the entertainment of the visitors has been issued, which proves to be a most alluring bait. We feel sure that Canadian stationers will be welcomed at this convention and we would urge as many as are able to get away from home in July to take in the meeting. Stationers resident in Western Ontario should not find it difficult to reach Toledo. The meetings of the United States Association are always profitable and pleasant. The biggest and brainiest men in the trade are there and valuable information is given out.

\* \* \*

There is a matter involving the business probity of some of our stationery manufacturers, which we would like to bring to the attention of our readers. In the matter of Government contracts for stationery supplies, the accusation is frequently made against the manufacturers, that by the exercise of favoritism and shading of prices, they enable certain dealers to secure the business. The fact of the matter is that party pull has usually far more to do with this than price-cutting. There may be a few manufacturers, who would shade prices, but the reputable firms, whose first principle is to adhere rigidly to a fixed scale, never do it on any consideration and it is unfair to accuse them of such a practice. The Government's policy, when prices are equal, is to divide the

contract so that all sections secure the business. If a certain dealer appears to be favored the chances are that he has a political pull, not that he has cut his price. Investigation has proved this to be the case in several instances. The trade would do well to remember this next time they feel inclined to blame the manufacturers.

\* \* \*

Under the Ontario assessment act of 1905, business assessment was substituted for the old personal property tax. After nearly five years of trial it is generally admitted that the new system is preferable, though some inequalities have developed, which require remedying. During the recent session of the Legislature several notices of amendments to the act were brought forward and specific cases instanced where its provisions were unfair, but nothing more definite was done by the House than to appoint a special committee to inquire into and report upon the working of the present act. All business men who think that some of the present clauses should be altered, would do well to lay their views before the members of the committee, which consists of Sir James Whitney, Premier; Hon. W. J. Hanna, Provincial Secretary; Hon. A. J. Matheson, Provincial Treasurer; W. K. McNaught, North Toronto; J. W. Johnson, West Hastings; I. B. Lucas, Centre Grey; W. F. Nickle, Kingston; Col. Hugh Clark, Centre Bruce; Henry Eilber, South Huron; W. S. Brewster, South Brant; W. H. Hoyle, North Ontario; G. H. Pharand, Prescott; J. R. Dargavel, Leeds; W. H. Hearst, Sault Ste. Marie; James Torrance, North Perth; P. H. Bowyer, East Kent; F. G. Macdiarmid, West Elgin; J. J. Preston, East Durham; George Pattison, South Waterloo; Allan Studholme, East Hamilton; Hon. A. G. MacKay, Leader of the Opposition; Daniel Reed, South Wentworth; V. Stock, South Perth; W. J. McCart, Stormont; James McEwing, West Wellington; Duncan C. Ross, North Middlesex; Wm. Proudfoot, Centre Huron; J. C. Elliott, East Middlesex.

\* \* \*

Under the assessment act of 1905 all booksellers and stationers, grocers, hardware dealers, etc., are assessed at 25 per cent. of the value of the premises occupied where the population of the municipality is over 50,000; 30 per cent. where the population is over 10,000; and 35 per cent. if under 10,000. The business tax of wholesalers is 75 per cent. and manufacturers 60 per cent. This method is easy of application, definite and fixed and the assessor does not have to delve into the private affairs of everyone doing business. It is not claimed that the system is equitable from a basis of wealth, and could not be for the reason that a percentage of the assessed value of the land is taken as the business assessment in lieu of the value of personal property. Large capital is employed in small places and vice versa, but its advocates contend that it has this effect; and that is, no one can escape. Under the old way, debts due on account of personalty were to be deducted and it is said that not one-tenth of the personal property liable to assessment was assessed. Under the business assess-

ment a certain rating is fixed by the act and an assessor cannot go beyond this rating. Here is where the improvement comes in, although the rating may afford causes of dissatisfaction. Inquiries made from the city assessment department in Toronto and other cities elicit the information that the new system of business assessment is regarded as a decided improvement, and, while not perfect perhaps, is more satisfactory than the personal property tax. In fact, the number of appeals entered by merchants wholesalers, and manufacturers are not one-half what they used to be under the old order of things.

\* \* \*

A subscriber writes in, about our Canadian list of books, which was discontinued last year. He says: "We thought the idea was a good one. It is so difficult to keep the run of books published in Canada. We have the Bookseller and Stationer containing the lists for reference, it being the only thing there was. We think the list a helpful one. Of course, the more complete, the more useful." A few more opinions like this would soon induce us to resume the publication of the list. There is one question about it, however, which would need to be settled first and that is the definition of a Canadian book. Various views could be taken of what would constitute a Canadian book. We might limit it to books printed in Canada, or we might go further and take in all books, bearing on the title-page, the imprint of a Canadian publisher. Books by Canadian writers, published outside the country would have to be considered. In fact there are a lot of ways to look at it. The views of our readers would be appreciated.

\* \* \*

The vote on the date of the annual meeting of the Booksellers' Association has not been particularly satisfactory. Only 25 per cent of the cards sent out were returned and of these a slight majority voted for holding the meeting during Exhibition time. An equal number were in favor of a meeting early in August and in October. The other dates had very few supporters. It will now be for the Executive to decide whether a date during the progress of the exhibition will be tried again or whether a new date, say in October, be named as a further experiment.

\* \* \*

Reports are coming in from various quarters in Ontario that some dealers are going to give up the trade in school books, because of the Ontario Government's action in giving the contract for the readers to a Toronto department store. Such a policy is extremely foolish and no self-respecting dealer should adopt it for one minute. It is playing direct into the enemy's hand. By resolutely fighting the department store with its own weapons, the trade can stop further concessions to them. At present it is only the thin edge of the wedge aiming at the vitals of the trade. If half the trade take the blows lying down, the evil will increase. Now is the time to resist and resist strenuously.



# COMMENTS ON THIS YEAR'S SCHOOL SUPPLY BUSINESS—Originality in Methods Needed to Secure Local Trade—Aim to get Your Store Talked About—The Premium Idea Still a Good One—An Attractive Window Trim Creates Talk and Brings Custom.

Once again the trade is coming within sight of another school opening. While scholars are getting ready for examinations and the prospect of summer holidays seems very far distant, the retailer's business instinct warns him that the summer months are fleeting and that it won't in reality be so long until the schools open again.

What is the trade going to do about school opening this year?

That is a problem that must be dealt with sooner or later and the sooner it is settled the better.

It is a great thing to have plans cut and dried well in advance. Every reader of this article must realize this. The procrastinator invariably regrets his folly when the critical time comes. He knows he ought to take steps to prepare for the campaign now, but it is so easy to put it off for a day or two and the days creep into weeks and the weeks into months and nothing is done.

## A Fighting Chance.

Every bookseller and stationer has a fighting chance to secure the bulk of the school supply trade of his town or village. With well laid plans he can do it. And now is the time to lay the plans. If he sits down in the quiet of his office with the determination to evolve a scheme for the conquest of the school supply trade, and, if he adheres to his scheme when once he formulates it, the chances are that he will be ahead of the game next September. Isn't this a fight worth entering into? Doesn't it stir the pulse and quicken the blood?

But the successful dealer will have to do something more than follow the beaten track of bye-gone years. There will have to be novelty in his plans and some daring in their working out. Schemes which brought in the trade a year ago will fail this year, for the spell will be broken.

## The Essentials.

The first essential is a good stock, well arranged. The second essential is to have your stock talked about. The first should present little difficulty. Reference to the section in this number of Bookseller and Stationer containing the advertisements of the school supply houses will show where the goods are to be secured. Experience will indicate the best lines for each dealer to purchase.

The second essential demands more attention. How to get the store talked about as the place to buy supplies, is a harder proposition. It is a problem in which the child-mind enters and, while in one sense the child-mind is easily understood, in another its workings are complex. You must aim to get the child on your side and having got him or her, the rest is easy.

## The Premium Idea.

The premium idea is an old and well-worn plan. It has served its turn well and in modified form may do service again. Provided you get something novel to offer to the children, which your competitors cannot duplicate, you will have a strong drawing-card. While it won't do to show your hand too soon, still you must let the children know early that you have something

wonderful for them. Start your advertising early. Get the lists of promotions in the local schools as soon as they are out and send letters or cards of congratulation to the children, indicating that you would like to have them buy their supplies from you in the fall and that you will have a nice present for all purchasers of so much.

If anyone is in doubt as to where to get suitable premiums, the editor of Bookseller and Stationer, would be pleased to supply a list of firms dealing in premium novelties to any subscriber.

## The Window Trim.

A good window display of school lines will also create talk. Keep down your curtain while the window is being dressed. Placard it to the effect that the curtain will go up at such and such an hour. Invite the newspaper publisher to come and inspect it and request him to describe it in his paper. All these little devices will create talk and that is just what you want.

The Pharmaceutical Era describes an effective window trim, which it designates "The Bridge of Knowledge."

Through the centre of the window from front to rear make a wide river of glass. Cover balance of window with green sawdust with river banks of sand. At each side of the window, their height dependent upon the window's breadth, erect bridge towers of stacks of tablets. With strong thread fasten a number of pencils end to end so that they answer as bridge cables. There must be two cables of sufficient length to go over the tops of the towers and sag at the centre to the level of the bridge floor. At the floor level, extending from pier to pier, place a thin, strong board. This should be covered with paper and upon the top of it place tablets to form the visible bridge floor. Run twine from the bridge floor to the pencil cables at intervals of a few inches, in imitation of the floor supporting cables. Finish off the tops of the bridge piers with cupolas of ink bottles. On the floor of the bridge display small supplies, such as rubber and steel erasers, pens, pencil sharpeners, pen-wipers, and so on.

Upon the glass river place boats of scholars' companions, pen and pencil boxes, drawing sets, and so on, with masts and funnels of pencils, pen-holders, pencil sharpeners and chalk. Make background similar to that in little red school-house display.

## Outside Work.

Much effective work can be done outside the store and this is where the average dealer is very lax. He is content to let custom come to him; he rarely goes after custom himself. School boards are doing more and more of the buying of supplies. In some municipalities they do it all. Ergo, the school board must be approached, either direct or through the medium of the teachers. There are always a number of new lines each year, which may profitably be brought to the attention of the people who buy for the schools. Germ-proof slates are prominent this year and should appeal to all sensible people. If these slates are unknown in your locality, be the first to introduce them,—make hay while the sun shines.



# MAKING A SUCCESS IN SELLING TOYS AND GAMES

## —Harold A. Wilson's Experience in Toronto—Has a Large Flat in his New Store Devoted to Toys Exclusively—Some of his Selling Methods.



HAROLD A. WILSON

"They take up too much room, there are too many breakages and the sales are not large enough, outside the holiday trade, to bother carrying them." This is what the average bookseller and stationer says when asked why he does not handle toys.

Of course, there are exceptions. Parents must have toys and games for the family and have to buy them somewhere. If there were no playthings, no indoor amusements, no miniature creations or imitations of

working implements and household articles, which make for the comfort, convenience and advancement of life's conditions, what would childhood be? The little ones would be robbed of their pleasure, the realm of imagination, the great make-believe world, would be cheated of its sweetest possessions and the mythology of Santa Claus, the golden treasures that loom so large and real in the mind of every lisping, toddling cherub with its innocence and mirth, its laughter and song, its prattle and play, would be one stern, cruel, barren blank. Childhood without toys, the pretty, little, golden-haired darling without a doll and doll carriage, the ambitious, hero-worshiping boy without a cart, engine or box of tools—why, one might as well pluck the sun from the noon day, kill the spirit of fancy or ring the death knell of hope that a better and brighter day is yet to come. From the dawn to the decline of life, the one fascinating, never-ending picture, the beacon light that ever beckons us on, whether growing or grown up, is elusive expectation. Call it anticipation, imagery or delusion if you will; it matters not. The great underlying principle of it all remains the same, unchanged by the finger of fortune or the hand of time.

### A Big Stock.

"Toys! Why certainly I carry them," remarked Harold A. Wilson, of the Harold A. Wilson Company, 297-299 Yonge Street, Toronto, when a representative of Bookseller and Stationer dropped into his large establishment the other day. "Come right up here to the first floor. Without boasting, I may say that on this flat, which is 125 feet long and 30 wide, we have the largest and most varied assortment of games and toys of any house in Canada, and, with two or three exceptions, I may add in America. We have always taken a pride and a pleasure in handling them. We make some, but the majority come from Germany and Austria. We have dolls ranging in price from 25 cents up to \$25, doll's cabs and carriages from \$1 to \$16, including all kinds of mechanical, electrical, clock-working, water, spring, friction and steam toys, wind motors, hook and ladder wagons, printing presses, passenger trains, typewriters, conjuring tricks, flying machines, home telephones, steel autos, magic lanterns, post card projectors and countless other creations selling as high as \$25 and \$30."

"How do you find the profit on them and what about breakages? Do the customers, who may happen to be

trying how they work, have to make good the damage in case anything goes wrong?" was asked.

"The profit is much larger than on many staple lines. We find there is a good, steady trade in toys and games the year round, while the demand at Christmas is very heavy. Children, as you know, are always demanding something to entertain and amuse them. Then, there are birthday parties and other events in the life of juveniles which must be marked by various presentations. As to breakages, they are very few. We do not allow persons to experiment with toys. The salesladies demonstrate the various mechanical devices and give instructions, and, as they are experienced, not many toys get out of repair. As each one is sold it is tested before leaving the store and we know that it works all right. We are not troubled by persons desiring to change them. If a customer comes in and says the toy was out of repair when he or she received it, we deal with each individual case on its merits and use our own judgment. The best that we do in such an emergency is to meet the customer midway and allow half the cost on a new toy. But our difficulties in this line are not numerous and are scarcely worth mentioning."

### People Who do Not Buy.

"Do many persons come here and not buy—simply roam around to show the children what you have, or to put in time?"

"I may say," continued Mr. Wilson, "there are none of the class of which you speak. We have the goods so displayed that they can be seen to the best advantage without handling and thus the temptation to touch is removed. Then there are not many curiosity seekers. The departmental stores get the most of them. I am safe in saying that fully ninety per cent. of those who visit this department purchase something before they depart. Our goods are so shown that they pull too much on the pocket for anyone to leave without buying something. Now, with regard to departmental stores, perhaps seventy-five per cent. of those who inspect toys do not purchase. We carry only the best class of playthings and games and have practically nothing under twenty-five cents, so that our offerings are all well made and substantial in character."

### How Toys are Sold.

"What is your selling plan?"

"It is very simple. When customers come in comparatively few know what they want. They say that Willie or Johnny, Mary or Susan is going to have a birthday or that Santa Claus will have to pay a visit in a few weeks, and they do not know exactly what to get. Our clerks in this department are all trained and go about selling toys and games in a methodical manner. At the outset they ask the age of the children, taking the girls first and the boys after, when something has to be secured for all the members of the family. The ladies in charge know exactly what is suitable and pleasing for a girl four years old, another of eight, ten, twelve and so on. The same applies to boys of all ages, from the two-year-old lad to the lad in his teens, and each child's wants are attended to separately and systematically. Sometimes a customer will say, 'I am afraid you cannot help me, as my child has everything that I can think of.'



## BOOKSELLER AND STATIONER

But we always have something novel or unique—as we search the world's markets and the customer is conducted to positively new creations, and there is sure to find some article which he or she never dreamed existed in toyland. Then we send out our catalogues to all the homes in Toronto. These catalogues are illustrated, with prices under each device, along with a short description. This assists many a father and mother to solve what is frequently a perplexing problem. They often bring the catalogue with the articles which they desire picked out. You see that we have our selling plans in this branch of the business down to a science so far as it is possible to get it."

all the mechanical devices, where they can be seen to the best advantage without fingering. All plush goods, such as stuffed animals, birds, men, etc., are shown in glass wall cases. Water toys, spring and friction devices, are exhibited on adjustable tables. Sight-seers are not allowed to handle anything. The aisles are wide, the flooring space ample, and there is no crowding, either on the part of contrivances or people.

"Do you ever have bargain sales?"

"No! we do not. When we have a few odds and ends we gather them together, place them on a separate table and put up a card to the effect that anything on that table can be had for 25 or 50 cents. We get rid of bro-



Harold A. Wilson's Fine Toronto Store.

"Yes! but what about games? How do you manage there?" was the next question.

"We ask if it is a game for indoors, outdoors, for the floor or table. This gives four sub-divisions and materially lessens the difficulty. We have several that come under any one of these heads. I may add about our games that, with few exceptions, they are ones of skill and not of chance, games where the judgment of mind, eye and hand are brought into play."

All dolls, etc., are displayed in cases or shelves along the wall on one side of the toy department, as are also

ken lots in this way. All goods in the store are marked in plain figures, so that anyone picking up the tag knows exactly what the selling price of each article is."

Mr. Wilson is a strong believer in the effectiveness and drawing power of attractively arranged windows and show cases and keeps an expert who does nothing else but attend to these duties. His windows are changed every week, but seldom are goods tagged with prices. As to advertising, he does not employ newspaper space, but makes use of catalogues exclusively. These are printed twice a year and delivered to every home in Toronto.

Some 200,000 catalogues are published annually by the firm. One issue goes out the first of May, containing illustrated announcements as to spring and summer goods. It is practically a book of sporting goods referring to tennis, golf, croquet, cricket, football, baseball and all in and outdoor games. Then in the fall, about the middle of November, there is published the toy catalogue, which also covers winter and fall sports, such as hockey, football, fencing, basketball, snowshoeing, tobogganing, gymnasium equipment, etc. Toys are more specifically referred to in view of the approach of the glad Christmas season. In addition to being distributed to every home in the city, catalogues are sent all over the Dominion, to Newfoundland, Great Britain, the United States, and even to South Africa and Australia. Then there is a gymnasium apparatus booklet printed which is given a wide circulation. Mr. Wilson estimates that annually there are about 75,000 of his catalogues scattered in Toronto, and 125,000 forwarded to outside points. About half the total business of the firm is mail order, principally for sporting, athletic and camping goods. The company makes everything it sells in the sporting goods line, made from iron, wood, canvas or leather, and is the manufacturer of and outfitter of every known pastime, while a large export trade is done. Mr. Wilson handles copyright novels, magazines and current periodicals and has worked up a fine trade in these branches.

The sporting, camping and athletic goods departments are not dealt with here. The object of the foregoing reference is to enlighten and instruct booksellers, stationers and fancy goods dealers on how and why toys can be handled with profit and advantage, to impart ideas and suggestions, which may be made use of by others, and to correct wrong impressions about the "nuisance" of carrying toys—as it is often called.

#### Mr. Wilson's Career.

Mr. Wilson learned the stationery and book business in Sarnia. Twenty-nine years ago he came to Toronto and entered the employ of P. C. Allen, who conducted a sporting goods and toy establishment at 35 King Street West. In 1895 Mr. Wilson bought the business, which he has directed with marked success and constant expansion ever since. About a year ago he built a handsome and commodious brick block on Yonge Street, which is, without doubt, the finest specialty store in Canada. It has four floors and 16,000 square feet of flooring space. The basement is devoted to storage purposes, reserve stock and shipping. Here the enameling and nickeling departments are located as well as the forges, etc. The ground floor is given strictly to athletic and sporting goods, the second exclusively to children's amusements, toys, games, etc., and the third flat to the manufacturing plant and show room for gymnasium apparatus.

Space is even now at such a premium that plans are prepared for the erection of another storey to his premises at an early date. The firm has also a large factory on Victor Avenue, where athletic clothing and leather goods, such as punching balls, boxing gloves and baseball mitts, are made.

(Since the foregoing was put in type a fire visited the factory of Mr. Wilson and did considerable damage to the third floor. The loss on the stock of the lower floors was \$25,000, and that on the building about \$3,000. The business will in no way be interrupted except the factory portion, which will be put in running order again as speedily as possible).

## ANOTHER LETTER ABOUT THE YUKON MAIL SERVICE—Mr. Landahl writes to the Postmaster-General demanding equal Privileges with the Eaton Co.—Gets his Magazines from the United States.

Bookseller and Stationer has been sent the following open letter, continuing the discussion on the winter mail service to the Yukon Territory, which appeared in the March and April issues.

Dawson City, April 5th, 1909.

Postmaster General, Ottawa, Ont. :

Hon. Sir,—I am merely writing this to ascertain by what mode of procedure the merchants of this city could be extended the same treatment as is accorded the T. Eaton Co., of Toronto, Ont.

When a catalogue wends its way to me addressed Dawson same is put to rest in the Dead Letter Office in Vancouver. When a small Xmas present is started for Dawson it meets with the same inconsiderate treatment.

To rescue said Xmas present takes about three months time to say nothing about the writing of numerous letters filled with submissive appeals or profanity to the Dead Man in the Dead Letter Office in Vancouver. Then the express amounts to from two dollars and up to twenty or more according to the mood the White Pass happens to be in.

But, Sir, the Eaton Company can address 400 catalogues to Dawson, pay postage only, mind no express and have same come right through in the dead of winter as mail, a privilege which is denied to any and all local merchants whether he gets a one pound catalogue or more.

If there is any way whereby I could be placed on the same level as the T. Eaton Company I would be pleased were you to let me know. And, once again, kindly do not forget that the Eaton Company can stuff off 400 catalogues on this community, address same direct to Dawson and surrounding creeks and not be subjected to your regulations. But Warwick Bros. & Rutter, of Toronto, can not get any further than within speaking distance of the P. O. clerk or master in Toronto with a measly little package of pens addressed to me in Dawson.

The greatest Canadian magazine, "The Busy Man's," I order from Seattle, U.S.A., all other Canadian and English publications I also get from Seattle. Fine state of affairs that. But that way I get them regular without any officious public servants in Canada throwing red tape in front of them.

Now please do not send me one of those yellow regulation slips dealing with the Yukon Territory. I can repeat same from one end to the other, backwards, any way and please do not tell me that the Eaton Company's catalogues were not addressed direct to Dawson, contrary to your regulations, forwarded as mail over the ice, unloaded by the W. P. Stage at the Post Office in Dawson and distributed through wickets and boxes.

If you think this is on the square, if you think this is right and just do with this letter the same as your Department for years has done with similar communications—throw it in the waste paper basket and forget. I presume judging from results that all our petitions for relief have met with such fate.

Yours respectfully but withal

Sincerely disgusted,

H. J. LANDAHL.



## IMPORTANT HAPPENINGS AT THE Capital—Government Contract goes to United States —Ottawa Trade Discusses School Book Contract— Reid Bros. Move to New Store.

Ottawa, May 6th, 1909.—Your correspondent ran across a peculiar piece of information the other day while in conversation with one of the local booksellers. The talk drifted to Government orders when he remarked that he had been given a good item in this connection just a few days previous. He said he had been told on good authority that an order for over one thousand dollar's worth of Sanford's ink and mucilage had been placed with the Sanford people through a New York jobber named Kimpton. The point of interest was the fact that such an order should be placed through a foreign house when it could have been handled just as expeditiously by some Ottawa house, or even a Canadian house, and the benefits resulting therefrom accrue to Canadian business men and tax-payers. Surely our Government purchasing agents might consider the Canuck first with favors at their disposal.

### Public Library Attacked.

The Public Library is rapidly increasing in popularity and all branches of this great reading institution are being patronized. However, some severe criticism has been levelled against the institution on account of some of the books said to obtain a place on its shelves. Father Lajeune preached a strong sermon on morality in books and referred specifically to the public library. L. J. Burpee, librarian, states that there are no such books in the circulating section, but that of course there are to be found in every library books which are not intended for young people, and such volumes are kept in the reference department. Should these books be getting into the hands of young people an effort will be made to prevent this. At a meeting of the board of directors held last evening, Librarian Burpee made a report on the subject and stated that every precaution was observed to prevent the circulation of unsuitable books among young readers. An invitation has been given Father Lajeune to submit a list of the books which he considered improper.

### Change in Criminal Code.

Bill No. 148 introduced by Hon. A. Aylesworth as an act to amend the Criminal Code, contains many paragraphs of interest to booksellers. The following paragraph in the present code is suggested for repeal: "Everyone is guilty of an indictable offence and liable to two year's imprisonment who knowingly, without lawful justification or excuse, manufactures, or sells, or exposes for sale or to public view, or distributes or circulates or causes to be distributed or circulated, any obscene book, or other printed, typewritten or otherwise written matter, or any picture, photograph, model or other object tending to corrupt morals," and in substitution therefor the following:

"(a) makes, manufactures, or sells, or exposes for sale or to public view, or distributes or circulates, or causes to be distributed or circulated, or has in his possession for sale, distribution or circulation, or assists in such making, manufacture, sale, exposure, having in possession, distribution or circulation, any obscene book or other printed, typewritten or otherwise written matter, or any picture, photograph, model or other object tending to corrupt morals, or any plate for the reproduction of any such picture or photograph."

It will be seen therefrom that the law against immorality in literature is to be very strict and every bookseller should assist in the full observance of such an act.

### Reid Bros. Move.

Reid Bros. have moved from their old store 35 Bank St. to that formerly occupied by the Ottawa Hardware Co. on the corner of Bank and Albert Sts., or as they state in their advertising "on the transfer corner." In these new and commodious quarters these gentlemen will find adequate room in which to display to advantage their immense stock of cards and other souvenirs. The old store was uncomfortably crowded and the shortage of space did not conduce to business profit. The stock is of course still unsettled in the new home, but the increased facilities for the promotion of business should account for an encouraging increase in the patronage accorded Basil Reid and his brother.

### The School Book Contract.

In connection with the school book contract which has been awarded The T. Eaton Co., some of the local booksellers do not seem to be worrying much. One gentleman said that so long as the Eaton Company would sell to the public at the regular price of the book it would not make any difference to him, but if they followed the practice of cutting the price twenty per cent. then that would practically resolve itself into giving the books to the consumer at wholesale prices and such an action should be opposed by joint forces. It is of course acceded that The Eaton Co. will receive a large amount of advertising owing to their imprint being on the books. One other stationer remarked that in one way he was mighty glad such action had occurred as it would undoubtedly awaken the ire of the publishing houses and accordingly arouse in them a little more thought for the smaller booksellers scattered throughout the Dominion. Heretofore he said it has been the practice for publishers where they had some "left overs" to go to the large departmental stores and endeavor to dispose of the whole lot to them rather than peddle them among the small fellows. Now Mr. Publisher is getting rapped by the departmental store and the former may now experience some of the feelings of the retail man on occasions when he has received a little raw deal. As far as this stationer was concerned in regard to the sale of the books he thought there would be no dissatisfaction among the retail trade if prices were not disturbed, but in the event of such happening, then he considered concerted action the only remedy.

Business is picking up and new books continue to arrive. "Katrine" and "The Man in Lower Ten" have been meeting with a good demand.

G. E. M. H.

There are 66 pages in Hurst & Co.'s "Trade and Order List for 1909" and these 66 pages are full of the lists of books in the various series and libraries which Hurst & Co. publish. The extent of these lists is enormous, embracing the world's best literature in all sorts of editions. The line is strongest in medium-priced goods and, to any one wishing to select a general and comprehensive list of books, the Hurst editions can be unqualifiedly recommended. The order list should be in the possession of every bookseller and any one who has not yet received a copy should send for one immediately.

# ADVERTISING OF SPORTING GOODS AND SUPPLIES Requires Special Treatment—Style of Copy Needed—Importance of Window Displays in Connection With Newspaper Advertising—Special Efforts Should be Made in This Direction—Some Suitable Suggestions

By William G. Colgate

With the advent of spring the fields of the country and the vacant lots of the city will resound with the shouts and excited yells of youngsters as they engage in the grand old game of baseball. On Saturday afternoons and holidays the seniors will show up on the diamond arrayed in all the splendor of regulation uniforms with club colors and "play ball" surrounded by a lusty-lunged, cheering crowd, who watch intently the players as they make a brilliant play, occasionally lapsing into a silence that can be felt—"a calm before the storm"—at some psychological period of the game. The season of baseball opens up in the early spring with the appearance of the first robin and continues until the early fall. It's a hardy perennial and the keen interest and enthusiastic devotion shown for it by men of all ages in every vocation indicates that the game carries a universal appeal, such as few other sports possess.

Nearly all the trade handle sporting goods and particularly baseball supplies to some extent. As

long since been endorsed by the results which they brought. The average purchaser will not buy unless he knows how much the goods cost before he enters the store. He does not like to be embarrassed by asking the price and discovering that he cannot afford it. A dealer might just as well attempt to make himself understood in pantomime as to make a display without the goods which he desires to sell and the price cards. Besides the price tickets cards could be used plainly lettered offering hints or suggestions that might cause the passerty to become an immediate purchaser of the article displayed.

## The Way to Dress It.

The best way to set about dressing a window is to decide beforehand what you intend to display, have an idea how you can display the goods to the best advantage. Have your goods ready to be put in their places and modify your plans as you proceed. Do not over-



A Suggestion for Window Display of Baseball Goods.

the demand for these goods lasts for about six months of the year the trade should find in this department of their business a steady source of profit for that period at least.

## The Window Display.

In promoting a selling plan for the sale of outdoor supplies no dealer should overlook the advantage which his window offers him. Let him not be content with hanging a few bats, mitts, or masks outside the door and thinking that will be enough. He should go to work, clean his window space of everything and make special displays of baseball supplies, or fishing requirements exclusively. He will get much better results this way than from window exhibits crowded with a miscellaneous collection of articles which tend to confuse.

All goods displayed should be attractively ticketed. Price and sign markers admirably adapted to this special purpose can be bought cheaply and will be found most convenient and useful in enlarging the possibilities of your display. In regard to price cards their use has

crowd your window. Try and arrange your display so that it will leave a plain definite impression and passersby will not have to stop and "study it out." Of course, clean windows are essential to an attractive display just as well brushed clothes are essential to a pleasing appearance in a salesman.

Herewith is shown a window display suggestion which is not beyond the capabilities of the average dealer. The central figure in the display, a baseball player, can be made by simply procuring an ordinary tailor's dummy and dressing it up in a baseball uniform. This figure could be borrowed for a time from almost any tailor or dry goods merchant in town. If it is not possible to get it, it could be omitted and something else substituted. In arranging this display first get a green baize cloth or similar material and completely cover the bottom of the window with it. At each end of the window as will be seen from the diagram are two diamond-shaped mounds of baseballs. These can be held in place with narrow strips of half inch strips nailed down diagonally to form a diamond. Then the



balls can be arranged inside. Alongside of these mounds are arranged baseball bats resembling the stacking of muskets. These can be easily arranged in a way that

# Base Balls, Bats, Gloves, Masks, Etc.

Everything in  
SPORTING GOODS

to be found at

**Henry Thompson & Co.**

The Old Reliable Stand  
for Sporting Goods.

MAIN ST., SLEEPERVILLE

The Wrong Kind of an Ad.

will naturally suggest itself to the dealer. Resting against the bats a couple of price tickets may be used to give effectiveness to the exhibit. In the back ground on either side a neat arrangement of masks and body protectors will give a balance and finish to the display. At back a black or green baize curtain to match ground covering may be used. On this wording can be lettered in whiting or chalk solution that will brush off when dry, "tacked" to form a suitable inscription like that suggested in the illustration. This display is not difficult to assemble, and its striking effect will amply repay the dealer for his efforts in attracting to his window passersby who by comment and purchases will help to repay the merchant for the time and labor involved.

## Out of the Ordinary Methods.

Because a dealer who sells sporting goods is appealing to a field somewhat different from the ordinary, he will of necessity have to adopt methods of publicity varying slightly from those he has been accustomed to, though essentially along similar lines. In a word, he will have to specialize. Where before his advertising was general, it is now being directed to a particular field, comprising for the most part the sporting element of his district. In the preparation of his copy he should not fail to consider this. Lengthy introductions should be dispensed with. Introductory sentences should be terse and snappy. Omit no necessary information, of course, but do not indulge in superfluity of words. Have

your copy simply written and brief in argument. Unless a man is going to make a purchase running into the hundreds, he seldom wants to bother with a lot of reason-why arguments, although he invariably likes to know prices before hand.

If it is possible to procure them, it is always advisable to use illustrations. A good picture, that is, one that is appropriate to the subject-matter increases the "interest" of an ad. nearly a hundred per cent. So no dealer should neglect an opportunity to increase the force and effectiveness of his advertising.

## The Wrong Way.

How many dealers in sporting goods are there who consider these essentials? Take the first advertisement on this page.

One must admit frankly there is nothing about such advertising to induce anyone to buy at "the old reliable stand." No descriptions of the goods, no prices quoted, no specific reasons why anyone should deal there. Thus, its aimless message conveys nothing definite to the mind of the reader and leaves him to tally in the dark as to the merits of the goods. The articles may have value or they may not. Its up to the advertiser to say so and tell why. It's this very kind of advertising that causes the advertiser to grumble and say, "There's nothing in advertising. I tried it once. I

# You'll Need the —Very Best—

in BASEBALL SUPPLIES if you expect them to stand the wear and tear to which they are subject during the excitement of the game. Pay a little more money and get dependable goods—articles you can absolutely rely on.

Q Bargain prices should not tempt you to buy an article you expect so much from as you do from baseball goods. Come in and see our goods—you'll buy them all right. We can fit up your whole team or supply your individual needs at very little cost—quality considered.

Q We carry full lines of standard makes in Masks, Mitts, Gloves, Protectors, Shoes, Bats, Balls, etc. Prices for Uniforms for teams range from \$2.00 to \$10.00. Slightly higher for individuals.

*"Everything in Sporting Supplies"*

**William C. Thompson**

**Raymond, Ontario**

The Right Kind of an Ad.

know." Also to lament the average readers lack of discernment, when the failure to possess this quality lay with the former instead of the latter.

(Continued on page 38.)

# DISASTROUS POLICY ADOPTED BY THE ONTARIO Government—Gives Contract for Printing and Publishing School Readers to the T. Eaton Company—Alienates Every Retail Merchant in Ontario—Eaton Company Will Give the 20 per cent. Discount to All.

The contract for the printing and publishing of the new Ontario school readers has been awarded by the Provincial Government to the T. Eaton Company, Limited. The tender of this firm was the lowest received.—Toronto Globe, April 21, 1909.

Without a word of warning, without a moment's notice, this remarkable announcement came hurtling down on the heads of both booksellers and publishers on the morning of April 21. For a moment or two dazed readers of the newspapers failed to grasp its significance. There had been some suspicions that the Government would have some unpleasant surprises for the trade—when the new readers were arranged for, but that they would go to the extent of handing the school book business over to the sworn enemy of the retail trade of all Canada was almost past belief. Would anyone dream that they would be so foolish as to antagonize the business interests of every city, town and village in Ontario?

## Eaton's Shrewd Move.

Only a very narrow-minded person would hesitate to admit that the T. Eaton Co. have made an extremely shrewd move. As a display of business acumen, this coup of theirs would be hard to equal. They have undoubtedly taken on the contract at prices which under ordinary circumstances would mean a distinct loss, but this little venture of theirs is merely part and parcel of a scheme to attract the entire school supply trade of the province to themselves. They can well afford to lose on the readers, when they can easily make up on other books and supplies, which will be ordered at the same time.

## Twenty Per Cent. Off to All.

Some booksellers throughout the province are of the opinion that the Eaton Co. will ask the regular retail price for the books in selling them to the public. If that were true, the booksellers' plight would not be so bad but unfortunately the Eaton Co. are not going to be so magnanimous.

Just to settle this question a representative of The Bookseller and Stationer called on R. Y. Eaton, superintendent of the T. Eaton Co. and put some questions to him.

"Can you make any announcement as to the method of handling the Ontario readers, Mr. Eaton? Will the booksellers buy direct from you or through the jobbers?"

"They may buy in whatever way they desire," he replied, "through us or the jobbers. The terms are the same to all according to the provisions of the contract."

"Will you make any concessions to booksellers?"

"Only that which is implied in the contract—that which is called for and that is twenty per cent."

Questioned if they intended to give the twenty per cent. discount to all purchasers of books in their store or through the mails, he added that the contract contained a clause that the publishers have to give twenty

per cent. off to all who pay cash, and they certainly intended to carry that out in all purchases made in their store or through the mails.

"But that will be selling them to the user at the same figure as the jobber or booksellers can get them from you. Do you make no distinction between wholesale and retail trade?"

"We do not recognize the terms at all in this business."

## Where is the Bookseller's Profit.

"Parents will naturally send to you for books from all over the province rather than pay booksellers in their own towns the full price. There is only a margin of twenty per cent. allowed the dealer and yet you intend to sell the consumer at the same price as you do the dealer—twenty per cent. off. Where does the profit of the bookseller come in?" was the next query.

"He has twenty per cent. profit for handling them," replied Mr. Eaton.

"But you are going to sell the books to the consumer direct at a reduction of twenty per cent."

"The contract calls for a discount of twenty per cent. to any one purchasing from the publishers and paying cash and we will, of course, live up to the terms of the contract. I may say in many cases, I should think it would be cheaper for the purchaser to secure a book in whatever centre he resides, giving the bookseller the twenty per cent, which he gets for handling them, rather than send to us and pay postage on the book. We certainly do not intend to pay postage on any school books," declared Mr. Eaton.

Questioned as to when the books would be ready and if the imprint of the publishers, the T. Eaton Co. would appear on the books, Mr. Eaton said that the books would be ready by August 1st as called for in the contract, and the name of the publishers would also appear on them as that was one of the conditions of the contract. They intended to live strictly up to the terms.

"Is it the intention of your company to tender for other school books when opportunity offers?" was the final query.

"I do not know whether that is anybody's business but our own," he declared and the interview was ended.

## Minister of Education Interviewed.

Hon. Dr. Pyne, Ontario's Minister of Education, was next seen and several questions were fired at him.

"Has the department any information to give the book trade as to the method in which the Ontario readers will be sold, Dr. Pyne?"

"I presume the only way is through the publishers. That was the way with the last contract and I do not see any reason why it should be changed. I know of no other method," asserted the doctor.

"But the present publishers are dealers as well and have announced that they will sell the books to the user either at their store or through the mail at twenty per cent. discount—the same as the trade are allowed. In other words the contractors are retail distributors."

"Yes, that is so," mused the Doctor; "but I do



not see how the Department of Education can help that. The matter is one that will likely work its own cure."

"It has been stated that the Government can prevent the Eaton Co. from using their name as publishers. Is this going to be done?"

"I am not aware of this and I certainly never heard of such a statement before. The publisher's name has in every instance been on the books in the past. The contract calls for it and it will be done in the same way now," was the reply.

#### Further Changes Contemplated.

Asked if there were any other changes in text books for the fall, and what would be the next issue for which tenders would be called, Dr. Pyne added that he could not give any definite information in that line at present. He admitted that further changes in other text books were contemplated, and would be carried out as soon as the existing contracts expired. Some of these ran for one, some two and three years yet.

"Are the Government aware that in giving this contract to the Eaton Co., they have antagonized the retail trade throughout the Province—not only the booksellers but every other merchant as well?" was the concluding query.

"That is a question which I scarcely know how to answer. Any one has the right to tender for printing the new issue of books, and if the T. Eaton Co. happens to be a large departmental store, that is not our fault. Our primal—our first object—was to give the public good, cheap school books and, under the new contract, we are going to do so. We cannot stop to take into consideration every condition and I think you will find that the people, who have to buy the books, will make no complaint. As to having the books delivered to the Educational Department and, through the department distributed among the purchasers, this would only be feasible if we had a large emporium and a big staff specially for that work. I suppose, for that matter, we could go into many other things, but we do not choose to do so. Our sole purpose, as I said before, is to furnish good, well bound books at the lowest possible cost to the user and this is what we are doing."

#### City Papers Silent.

The much-vaunted freedom of the press (?) was very much in evidence at the time the contract was announced. Though a most disastrous blow was being dealt at the local trade of the Province and though the Government were going out of their way in giving the business to a concern, which can lay no claim to being a publisher, yet not a single Toronto paper dared to utter a protest. Why? Simply because the fear of losing the Eaton advertisements tied them down. They were, in fact, loyal to their big customer. Have other newspapers throughout the province been equally loyal to their customers,—the retail merchants? If not, the merchants should ask the reason why.

#### Trade Newspapers Fight.

The trade organs of the various business interests of the province have not been silent. They have been loud in their protests and have urged their readers to take up the fight vigorously.

The Canadian Grocer says:—

"It is estimated that during the first year some 700,000 books will be required from the T. Eaton Company. This means that something like 700,000 children throughout Ontario will send to the Toronto department store for the necessary readers. The significance of this should

make every retailer sit up and think, and think seriously, for not only will it be books that the parents will send to the T. Eaton Company for, but with the catalogue of that firm in their possession they will naturally, when they have to send for books, purchase other things. While this menacing state of affairs is, for the present, confined to Ontario, business men in other parts of Canada cannot afford to remain disinterested spectators. The T. Eaton Company can print the same books for other provinces, the only condition being that they shall not charge a higher price than that in Ontario. What does this mean? This and nothing else: if the Governments of the other provinces become possessed of the idea of getting books at less than cost, they may be led into the temptation of making a similar contract. The retail merchants all over the country would then find themselves in a similar position to that of their confreres in Ontario. It behooves them, therefore, to be on the alert."

#### The Government's Blunder.

Hardware and Metal says:—

"It is not our intention for one moment to blame the Government of Ontario. Its first thought was no doubt to get cheap books for the school children throughout that province. But in its desire for this it doubtless overlooked the fact that it was giving a monopoly to an institution which has already done a great deal of damage to the retail trade throughout the country. Before tenders were sought the Government experts no doubt ascertained the approximate cost of printing the books. They must have known, therefore, when the tenders were received that the figures of the T. Eaton Company were below the cost of production. Knowing this, it is unfortunate that they did not realize that the T. Eaton Company, not being a publishing house in the ordinary sense, must have had some ulterior motive in quoting the figures they did. This ulterior motive is now obvious to everyone. As we pointed out in a previous issue, every book will bear the imprint of the T. Eaton Company and every book that goes out will probably carry advertising literature, not only regarding books, but merchandise in general. As far as the retail trade throughout the country is concerned, it is here that the heaviest blow is struck. It is not yet too late for the Government to deprive the T. Eaton Company of this trade menacing evil. It has the power to have the imprint of the educational department put on the books and the books delivered to the educational department and through that department distributed among the purchasers. Self-interest demands that the retail merchants of Ontario stir up both their local members in the Ontario Legislature and the local press with a view to bringing about the necessary modifications in the contract."

#### Newspapers Should Help.

The Printer and Publisher says:—

"One of the most serious blows ever levelled at the retail trade of the Province of Ontario, has been dealt by the Whitney Government. In awarding the contract for the new Ontario readers to the T. Eaton Company, of Toronto, they have done irreparable injury to local merchants all over the province. It is hard to realize that the Government could have made such a blunder. The hearty support of the business interests of the cities, towns and villages of the province must surely mean more to them than the favor of a Toronto departmental store. We are credibly informed that permanent officials of the Government did not realize what damage they were doing when they recommended the acceptance of



the Eaton tender. It is no secret that the books will be sold at a loss when disposed of at the contract price. The Eaton Company tendered away down just to get the business. It means something to them to have their name on the books. It means more to have the business in other school books and supplies, which will accompany the readers. Cornering this contract was about the cleverest thing the Eaton Company ever did. The most damaging feature of the contract is the provision that the discount of twenty per cent. allowed on the retail price is available to any one with the cash. That means that any boy or girl in Ontario can buy a reader just as cheap as the local merchant. The retail merchants are hard hit. What is the press going to do about it? Is the press of Ontario going to allow itself to be muzzled like the Toronto press? Their interest lies altogether on the side of the local merchants. Let them attack this iniquitous contract and show the Government that in pandering to the cries of the irresponsible public, they are shaking the foundations of the mercantile fabric of the province. Unless vigorous opposition is made now, worse things will happen."

#### Shrewd Advertising Scheme.

The Dry Goods Review says:—

"The local retail merchant must, ere this, have become impressed with the gravity of the fact that, in securing from the Ontario Government the contract for supplying the province with public school readers, the T. Eaton Co. have pulled off a coup which practically gives them a monopoly of the school book business in Ontario. Further than that, they have obtained control of a means whereby they may push their interests in opposition to the local store far more effectively than has heretofore been possible. As the contract stands at present, the Eaton Co. may place their imprint on every reader they send out. In that way they have their name continually before the young people who use the books they produce. The dangerous influence that the local merchant will see in this is that it reinforces through the children, any opinions that the older people may have been induced to form. It thus paves the way towards first impressions. In fact, it may safely be assumed that the proposition, as it stands, is one that further promotes the inclination to shop away from home. The advertising value of the "bargain" that the T. Eaton Co. have given the Government has, therefore, enabled them to quote a ridiculously low price—about 25 per cent. below the next highest tenderer—in competition with men who are exclusively in the publishing business, who could not possibly figure on that basis and keep a reasonable profit in view, and who in no way encroach upon the territory of the local retailer."

Miss A. Goodeve of the Oxford Book Store, Woodstock, is offering a special prize of a cut glass inkstand to be competed for by the boys of Oxford County in the steeplechase at the games in Woodstock on May 24.

The difficulty between the Red Magazine, published by the Amalgamated Press (Harmsworth's) and the Red Book Magazine, published by the Red Book Corporation has been settled. It will be remembered that the latter company secured an injunction about a year ago preventing the sale of the Harmsworth magazine in Canada on the ground of infringement of title. This injunction has since held in the Province of Quebec, but was dissolved in the other provinces. Both magazines will still be sold in Canada.

#### TRADE ORGANIZATION NEEDED IN Winnipeg—Three Evils Exist there which can only be Overcome by United Action—Direct Sales to Consumers—Price Cutting—Low Tenders.

There is great need on the part of local booksellers and stationers of an organization for the protection of their interests. It is rather a surprise, however, to note the apathy which prevails so generally among them in this regard. In an interview with many of them one would be inclined to think that such a proposition was too radical to permit of realization.

There are three evils prevailing at the present time which might be eradicated if the retail book and stationery merchants would come to a definite understanding. In the first place, there is that problem which seems to come into every trade, the matter of wholesale and jobbing houses selling to consumers. If the prevalence of such a condition means a demoralized trade, the trade in Winnipeg is truly demoralized. The same thing has been true to a certain extent in the hardware business, but at the present time the retailers are standing firm and together and not later than last week did the wholesale hardware houses concede to their request. It is true in any line, if the retailers do not unitedly oppose it, nothing is going to stop its continuance.

It may be asked, how can it be remedied, since the jobber is free to sell to whom he pleases. One jobbing house in the city recently took special pains to land the stationery trade of the hotels of the city; the same house also secured orders for the supply of toilet paper to as many hotels as possible. The same house sends a representative to the retail stores and request is made for business. The retailers, every one, could very soon put the jobbing house in a position where it would depend solely on such puny trade as it could find with hotels, etc.

Another matter that would be remedied is that of price cutting among retailers. The prices on certain articles vary ridiculously in different stores, this is absolutely needless. Of course every retailer now and then runs off some stock at cut prices which is quite legitimate, but regarding regular prices it is quite unnecessary to have the same goods selling differently in different stores.

The third matter is a very important one. Every year the school board calls for tenders for the supply of stationery to the schools of the city. For that purpose they issue circulars with the lists of articles printed on them, to which the retailer will be obliged to attach his quotation. For several years past some retailer has secured the tender at a very low figure, and at a figure in which there is absolutely no profit. Often before the year is out the retailer is putting out goods at a loss. It is absurd that any retailer should have to lose on such a proposition.

The printers of the city were called upon by the school board to submit tenders for the various schools in a similar way. They, however came together as a body and agreed not to underrate one another on tenders, but rather agreed to a certain rate which would be adhered to by all, and that the contract year by year should be given alternately to each one. This system could be adopted by the stationers quite as well as by the printers.

The retail booksellers and stationers are doing an injustice to the trade, and to themselves individually by standing as individuals. It is truly a proverbial statement which is repeated in many vocations—"United we stand, singly we fall."



## PERSONAL ITEMS OF INTEREST—SOME New Stores Being Started—New Business at the Soo—Travelers Doing Well.

Fire did about \$40.00 damage to Watson's bookstore in St. Thomas last month.

John A. Hill has purchased the Central Book Store, Fort William. Mr. Hill was formerly in the employ of the Morning Herald.

J. D. Ferguson, representing the National School Slate Company, of Slatington, Penn., called on the wholesale trade in Toronto towards the end of April.

Edward Boggs, formerly of Marshville, Ontario, has purchased a book and stationery business in Virden, Manitoba. He has been in Winnipeg for several years.

The Montreal office of The Bookseller and Stationer of Canada is now located in Rooms 701-702 Eastern Townships Bank Building, corner St. James St. and Victoria Square.

John McK. Beattie, who conducted a stationery store in Picton for several years, died recently at the age of 59 years. He was latterly employed as book-keeper for the Picton Foundry Co.

On May 10, H. Judson Smith, proprietor of the H. J. Smith music store in Brantford, took into partnership Robert C. Burns, the firm now being known as H. Judson Smith & Co. The store is being remodelled.

A. D. Power, manager of Sir Isaac Pitman & Sons, London, England, is expected to visit Canada in the near future. He sailed from Liverpool on the Lusitania on May 8 and will stay a few days in New York before coming on to Canada.

John Underwood & Co., Toronto, received an interesting letter from John A. Hart & Co., their agents in Winnipeg, speaking of the great success of Underwood's gold medal brand of typewriter carbons and ribbons in that territory.

Under partnership arrangement taking effect June 1, T. H. McCreedy, Phm. B., of Fernie, B.C., and Robert Sage will assume the title of The Red Cross Drug and Book Co., and will carry on business in new premises on Redpath St., Lethbridge.

The interests of James T. Swift in the E. H. Harcourt Co., Toronto, have been purchased by members of that company. Mr. Swift was formerly a representative for this firm in Western Ontario. F. E. Craig will now represent them in that district. Mr. Craig was formerly with W. J. Gage & Co.

S. R. Davey, who conducted a drug and book business in Fergus, for four and a half years, has sold his business to J. A. McDonald and moved to Chesley, where he has purchased a similar business. He was a member of the Fergus School Board and superintendent of the Methodist Sunday School.

Incorporation papers have been granted the Chaudiere Supply Company, Ottawa, makers of Bankers' Protective Ink. The officers are: president, A. Wilson; vice-president, Geo. G. Row; secretary-treasurer, Ben. B. Pannett. Directors are those already mentioned and R. C. Row. The firm has opened an office at 106½ Sparks Street, while they will manufacture at 37 Duke Street.

On June 1, the progressive city at the Soo will have a new book and stationery store, to be opened by the Soo Stationers, Limited, a company capitalized at \$40,000. Roy Hickingbottom will be the manager. Mr. Hickingbottom learnt the book business in Kelly's Book Store, Toronto, and was later employed by the Consolidated Stationery Co. of Winnipeg and more recently by

Albert Britnell, Toronto. The Soo Stationers will carry books, stationery, souvenir goods, office supplies, etc.

Albert Britnell, the Toronto bookseller, has bought the property on the east side of Yonge Street, occupied by numbers 263 and 265. This is largely a speculative venture, as Mr. Britnell expects that property in that immediate vicinity will advance considerably above the price he paid for it. Already he has had one good offer, but refused it because he expects to enlarge his store shortly and will require the newly-acquired accommodation while alterations are under way. The purchase price was \$42,000. The property has a frontage of 25 feet by a depth of 128 feet.

George and Edward Hazen, of Warwick Bros. & Rutter, and J. L. Hobden, of The Musson Book Company, of Toronto, have just finished a successful four weeks opening in St. John, N.B., at the Royal Hotel sample rooms, where they had customers from all over the province of New Brunswick and Prince Edward Island. They occupied a suite of five very large sample rooms, and made a splendid display. Customers expressed their amazement and delight at the large range shown by them. The trio are leaving for Halifax, where a stop of a month or five weeks will be made at the Halifax Hotel. According to their present booking they have engagements made for outside customers of Nova Scotia and the eastern section of Prince Edward Island for a month ahead, which denotes they will be rushed to keep up with their appointments. Messrs. Hobden and Hazen report business excellent and stated that they were more than satisfied with the results from their St. John opening.

## ST. JOHN DEALERS MAKE CHANGES—J. M. Roche & Co. Move to New Premises—Flood Company Retire from Business—Reid Bros. Start New Store.

St. John, N. B., May 5.—Spring business in St. John has opened up very satisfactorily and the prospects for the future look very bright. Dealers who carry a line of wall papers in addition to their book and stationery business have been kept busy for a month back supplying the wants of the housecleaners and in other lines there has been considerable activity.

The first of the month saw several important changes in the business district. J. M. Roche & Co., dealers in books, stationery, souvenirs, photo supplies, etc., who have been for some years on Charlotte Street have moved to larger quarters on King Street. Their show windows at the new stand are among the largest in the city and being situated in the very heart of the business district, opposite the Royal Hotel, they will doubtless have a large share of the tourist trade.

The building occupied by the Floods Company on King Street for many years has been purchased by Manchester, Robertson, Allison, and they took possession on May 1. The Floods have retired from business.

Reid Bros., dealers in art goods, wall paper, etc., who were burned out some weeks ago have decided to retire from business and are now selling off the balance of their damaged stock.

A new firm has opened up on King Street. It is composed of George S. Hoyt, who had charge of Reid Bros' picture framing department and his brother, Charles, previously in the upholstering business. They are carrying a stock of art goods and conducting a picture framing business under the firm name of Hoyt Bros.

—W. E. H.



# WHAT MANUFACTURERS AND JOBBERS OFFER— School Supplies to the Fore—New Brand of Crayons—Germ-Proof Slate on the Market—Pencil and Pen Assortments in Great Variety.

## Assorted Pencils and Penholders.

W. J. Gage & Co., Toronto have several new assorted boxes of pencils and penholders for this season.

There is the Arena assortment of 5c. pencils, hexagon and round with colored rubber tips, all extra quality put up in fancy show stand containing 6 dozen.

The Alhambra assortment of pencils is put up in a new style of display stand, containing 6 dozen assorted 5c pencils, round, fancy finishes, assorted.

The Crown is the latest in fancy display boxes of 5c pencils. It holds 6 dozen extra quality hexagon and round pencils, with gilt tips and inserted eraser.

The Pinwheel is a new style of assorted box of penholders, which revolves on centre pivot. It is furnished with 3 dozen extra quality holders, cork, rubber and other style tips, assorted, all of which retail at 5c.

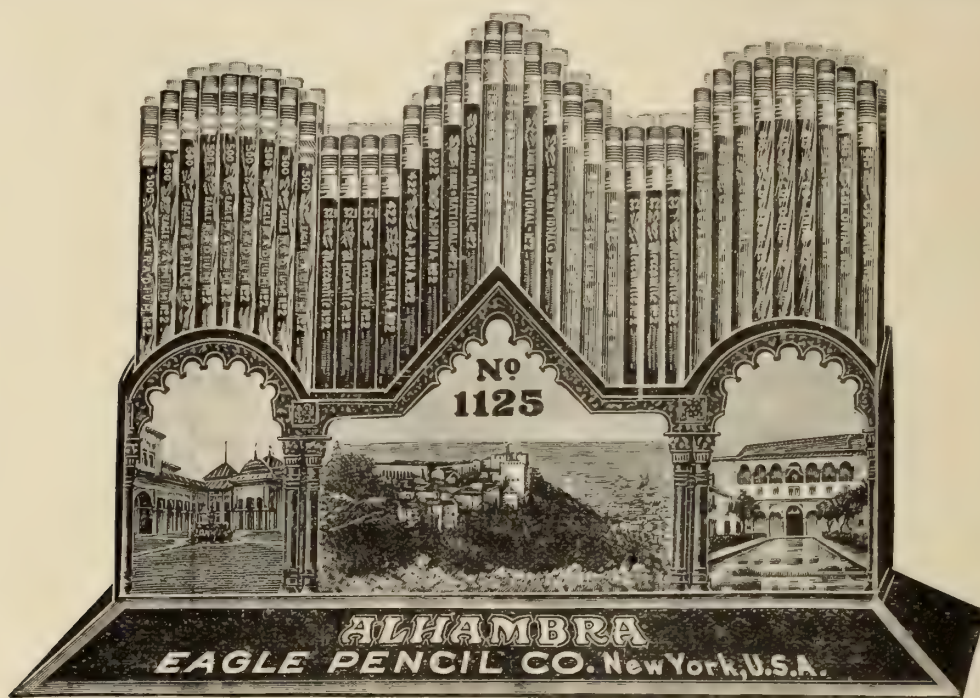
The Tunnel is one of the latest things in display

break as easily. They respond readily to the touch. Colors are fast to light, clear and pure. Different colors can be worked one over another, combined, blended and modified in a most remarkable way.

There are eight colors, six standards with brown and black, corresponding color label to match the color of each crayon. Crayons  $3\frac{1}{2}$  inches long.

## Exclusively in School Goods.

Among the wholesale supply houses in Canada there is one which occupies a rather unique position, dealing exclusively in school supplies. This is the Geo. M. Hendry Co. Ltd. who after some years of dealing in maps and globes in Ontario have extended their field of operations to include the whole of Canada and now occupy their own warehouse of three flats and basement, stocked to its capacity with everything that a school requires. They are giving special attention to their



Pencil Assortment shown by W. J. Gage & Co.

cases of penholders, comes with 3 dozen assorted styles, rubber, cork and fancy tips; to retail at 5c each.

The Torpedo pencil is a new propelling pencil, made of hard rubber, chased-finish, about same size and appearance as a fountain pen. By turning the barrel the lead is pushed out and drawn back, as desired. In the end of the pencil is put an extra supply of leads. Torpedo pencil comes in two sizes, long and short, and retails at 25c.

## The New Crayon.

The latest in crayons is the Crayograph, manufactured by the American Crayon Co. It is really an artists' material at a popular price, free from the gloss or slimy effects of wax crayons but rich in lustre. Being made under great pressure they last fully four times as long as wax crayons and being much stronger do not

Trade Department and have added many lines which will prove attractive and profitable to those of the trade who get in touch with them. Special attention is given to the selection of those goods which are of first quality and high educational value, such lines as paint boxes, brushes, crayons and drawing papers being first approved of by those in authority in educational matters. For this reason all supplies are guaranteed, and samples are cheerfully furnished to assist dealers in securing the adoption of these "quality goods" in their schools.

This house is Canadian agents for several lines which appeal particularly to the Stationery trade, such as Plasticine, the new modelling material, W. & A. K. Johnston's atlases, maps, and globes, Milton Bradley's song books, story books and kindergarten material; and the Prang Educational Company's supplies.



## Have Moved Their Office.

On and after May 17th the Acme Staple Co., Limited, will be located at 112 N. 9th St., Camden, N.J. They have been compelled to evacuate their old premises,



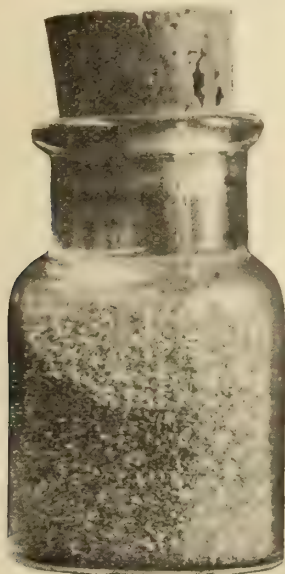
New Factory of Acme Staple Co.

owing to the enormous increase of business and the need to improve their plant. The Acme Staple Company were formerly located at 500 North Twelfth Street, Philadelphia.

## \$1,000 BOTTLE.

In visiting the "Pen Corner," headquarters of the L. E. Waterman Co., New York, one will frequently see several small bottles as illustrated below, and, upon investigation, will find that they are worth thousands of dollars. The bottle shown here is actual size, and the iridium contained is valued at over \$1,000. It is learned that the Waterman Company are the largest and most particular buyers of this metal in the country. There are many grades and various artificial alloys formed by fusing iridium and platinum, but no other grade than that which meets with the approval of the Waterman Company is considered satisfactory to use on the points of the best Gold Pens.

Iridium is the hardest of known metals, and, when pure, is not acted upon by acids. It was discovered by Tennant in 1804, and is mined particularly in the Ural Mountains on the borders of Asiatic Russia. It is very



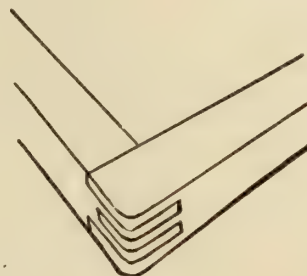
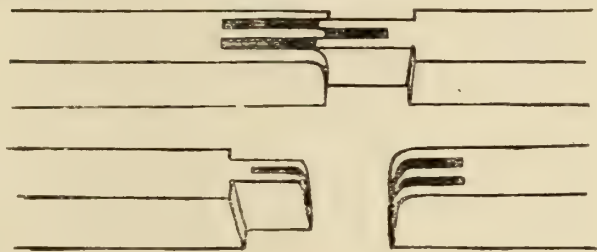
rare, and costs no less than \$1,500 a pound. Its hardness is second only to the diamond, and it is thrice as hard as the ruby. Iridium melts at the phenomenally high temperature of 3542 deg. Fahrenheit.

The placing of iridium upon the notched pen point is indeed a very delicate operation. Particles smaller than pin-heads are dexterously placed on the points and held by a solution of water and borax until fused with the gold by a blow pipe. It can safely be said that one of the main reasons for the satisfaction given by Waterman's Ideal is due to the excellent qualities of the gold pen to which the iridium adds a very important feature.

## Ink Stands.

A range of eighteen styles of office and library ink stands, one of which is shown here, is being introduced by Buntin, Gillies & Company. The bases are of solid oak, finished in two colors, and mounted with heavy glass ink bottles, sponge bowls and pen blocks. The complete line is illustrated and described in a circular which will be mailed on request.

The Copp, Clark Co. are agents for a Sanitary-Hygienic slate, manufactured from high-grade non-



A Hygienically-Constructed Slate.

porous material. The frame corners are connected by what is known as a triple tenon joint, producing a perfect connection and leaving no lurking places for disease germs.

## Some Hurd Productions.

George B. Hurd & Co. are showing a fine line of Christmas greeting cards, dinner cards, dance orders and birth announcements. The variety is large and the subjects and workmanship of the highest order. They should be among the best sellers the coming season. The company's holiday line of papeteries has been well received by the trade and orders have already been received for immense quantities. The line is certainly a beauty. One of the good sellers in the staple line is Hurd's color border papers. The box tops are embossed with four varieties of flowers. The poppies box contains paper and envelopes with a narrow red border; the violet a purple border; lillies a green border and forget-me-nots a blue border. It is a good novelty and is selling very well.

### The Scriptographe Described.

Modern commercial and financial institutions have, for some years back, demanded a means of facilitating the signing of checks, bonds and bank-notes. This is due both to the necessity of prompt issuance, the curtailing of the excessive expense of temporarily appointed officers with power of attorney and the minimizing of the laborious task of an individual who is continually responsible for the signing of "paper."

2,500 signatures laid down in one day has always been a good record, although, perhaps, for one hour, a higher rate has been accomplished. The Scriptograph, which is described hereafter, has made possible the signing of approximately 1,250 papers an hour, or has reduced a long day's work of 2,500 signatures to the minimum of two hours' pleasant work. The machine is a simple one, made with such care and skill as to insure the rapid and uniform action which is necessary to the most easy manner of signing. To the body of the machine are attached two metal arms which support the carriage, carrying five Waterman's Ideal fountain pens. The complete carriage is manipulated by a monitor pen, which controls, in accurate unison, the four other pens. In repose the arms fit up right close to the body of the machine, and in use

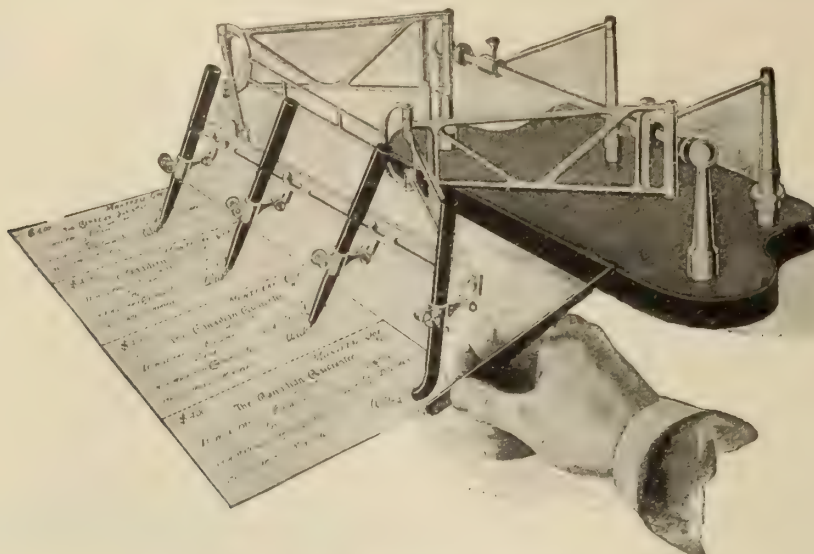
ferred, in late years, to the institutions of both this country and the United States.

### A New Series.

The Valentine & Sons Publishing Co., Coristine Building, Montreal, and 77 Bay Street, Toronto, recently issued a new series of plate-sunk post cards. They comprise scenic gems of Canada and all principal towns and cities. The views are sunk into the plate, giving them an artistic effect that is almost as natural as a colored photograph. They are somewhat smaller than the ordinary card and each scene is made prominent by a beautiful white border.

### Holiday Papeteries.

Buntin, Gillies & Company, are showing this year a much finer line of Christmas goods than ever before. The holiday papeteries consist of one hundred and twenty-seven numbers to retail at from 25 cents to \$2.50 each. A new line being featured is a portfolio of blotting paper, handsomely covered with flowered chintz, and containing note paper and envelopes. These are sure to meet with the approval of the ladies, and should prove as popular as the papeteries. Other import goods



The Scriptograph in Operation.

will extend about nine or ten inches. The action of the machine is so simple and easy that the regular style of signature can be obtained, and the use of the monitor is the same as if writing with an individual pen; yet each of the five pens work right along in rapid unison, rendering every mark as accurate and perfect as obtained in the use of the single pen.

Anyone can operate this machine upon the first trial without in the least destroying the character of a signature. The monitor is attached to the first pen by a ball and socket joint. The signature made by each pen is in full view of the writer. The monitor can be used at any angle, or in any position that a writer is accustomed to.

The first machines that have been produced have been put into immediate use by some of the largest financial institutions of the country, and their success has been phenomenal in both time-saving and prompt issuance of "paper." The machines are adjustable to any size document, check, certificate or bond, any of which are prepared in perforated sheets which are readily separated after signing.

The Scriptograph has fulfilled a long-felt demand, and the perfection of this simple, yet effective machine is sure to be one of the greatest conveniences that has been of-

shown are Christmas cards, calendars, post cards, seals, tags, etc.

### Gage's School Supplies.

A new line of school scribblers in stock by the W. J. Gage Co., comprises over fifty numbers to choose from in a great variety of colors and designs. These are grouped into three: No. 1 printed one color; No. 2 in two colors; No. 3 in three colors. No. 1 series contains several pretty designs printed in one color. There is the "Daffodil" cover, which shows a young girl surrounded by daffodils. The "Standard Bearer" suggests the character of the subject on this cover. In this lot is a series of subjects called "Contempt," among the titles of which are, "We are Coming," "Where is your Nose," showing a favorite school trick; "Hello, Whose Speaking," "We are Friends," etc.

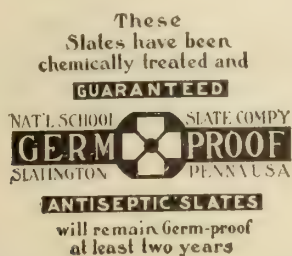
Series No. 3 contains the following popular subjects: "Prairie Rose," a western scene showing a cowboy girl with bronco. "Rally round the Flag," "Swinging in the Orchard," a spring time scene; "The Melody" "Good Morning," "The Mail Boat," showing a little Dutch boy sailing a boat in a pond; "Music in the Air," showing a group of kittens on the shelf being in-



spected by a lively fox terrier much to their discomfiture. These scribblers are all gotten up with bright colors. They are well printed and show much taste and artistic skill in their designing. They would make a nice window display and are sure to attract attention of buyers in search of something novel. Certainly they should appeal to the school boy or school girl because they contain to a great degree that which is most likely to attract.

**"Germ Proof" Slates.**

The only real improvement that has ever been made in a school slate is to make it antiseptic—"Germ Proof"—and thus remove all possibility of contagion resulting from disease germs lodging and breeding in the crevices of the frames. This objection has been raised by educators all over the country, and it has been carried so far in some localities that slates are no longer in use. After years of experiments which resulted in the completion of machinery both economical and effective, the National School Slate Co., probably the largest manufacturers of school slates in the world



have now placed on the market a real Germ-Proof school slate which they guarantee for two years. As slate is porous, it will readily absorb the antiseptic fluid discovered by the inventors of the Germ-Proof process.

A leading Canadian jobber who recently paid a visit to the works of the National School Slate Co., is very enthusiastic as to the prospective sale of these goods. The Toronto school authorities have already adopted Germ-Proof school slates for use in the public schools. These goods are for sale by all leading jobbers.

**What Warwick Bros. & Rutter Provide.**

There is a strikingly beautiful series of exercise books and scribblers now being shown by Warwick Bros. & Rutter. It is called the "Canadian Art Series" and, as the name perhaps would indicate, exhibits examples of some of the best work of our most noted Canadian artists and academicians, including F. M. Bell-Smith, A.R.C.A., who contributes one of his picturesque scenes of the Rockies entitled "Mount Hungabee," which gives a vivid idea of the primeval grandeur of these famous mountains. A water color scene of "Queenston Heights" by C. W. Jefferys, O.S.A., shows a sunlit view of that historic old battlefield with Brock's Monument in the distance, and in the foreground the rushing, swirling waters of the impetuous Niagara. The soft, rich tones of the water color and the warm, blushing atmosphere of the bright clear day are admirably conveyed in the realistic handling of the subject. C. M. Manly, A.R.C.A., goes to the romantic land of Evangeline for his "Cape Blomidon," a beautiful spring landscape, showing an apple orchard in full blossom and sheep grazing in the pasture. This is treated in Mr. Manly's masterly style and displays a deft touch in the handling of colors. It makes a most attractive cover and its genuine artistic value should make it a popular seller. For those who like flowers, an oil study, "Sweet Peas" by Mary H. Reid, A.R.C.A., who is noted throughout Canada and elsewhere for her natural and sympathetic treatment of floral subjects, is shown in this series. The flowers are reproduced in fresh, natural colors are a life-like reproduction of the original. They make a bright and pretty cover.

In connection with the four covers there is a drawing competition, open to all purchasers of these books, which closes on December 31, 1909, when Warwick Bros. & Rutter distribute among the prize winners \$1,000 worth of books.

Besides the above handsome series Warwick Bros. & Rutter's stock includes a number of artistic covers done in conventional design. Some of these are: "Plastic," "The Essay," "The Linette," "The Mystic," "Beauty," "Thistle," "High Flyer," "Autumn Leaves," "Butterfly," "Scenic," and "Starlight," a striking cover showing a bright clear winters night with a "school closing"

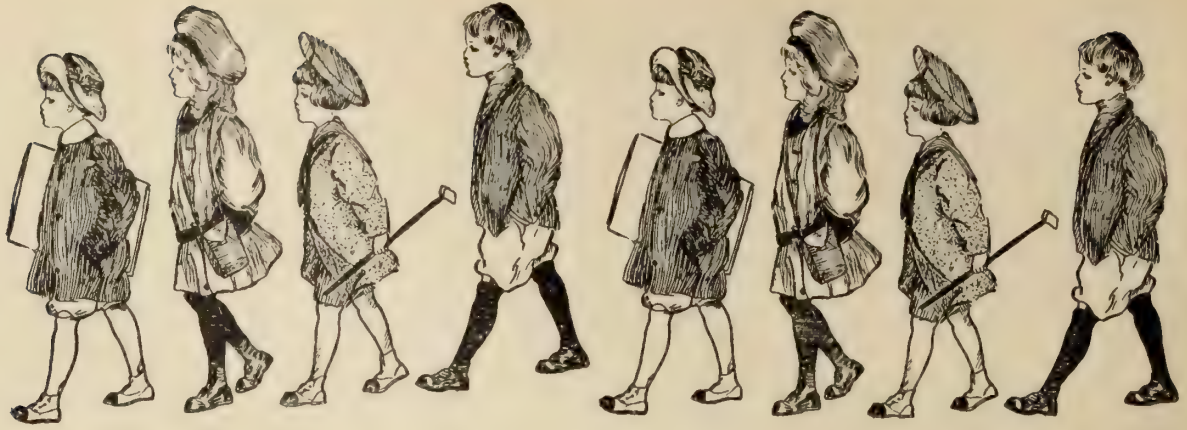
# TO KEEP ABREAST of the TIMES

is an admirable maxim which most progressive business men are content to follow. So should we, but that we have found a better one—TO KEEP AHEAD OF THE TIMES. That's why we set the pace in all that pertains to the best in Fine Stationery. We create the prevailing styles, which, in turn create business for those who handle them. Are you one? If not, an examination of our samples will convert you. Why not get them?

Are you prepared for the wedding trade? Hurd's stocks and sizes will help you get orders. They are perfect in quality, and correct in style.

**GEO. B. HURD & CO.**  
Fine Paper Makers  
425 & 427 Broome Street, New York, U. S. A.





# Our Big 1909 Bus For School O MAP DRAWING

**In connection with the Canadian Art Series**

We are this year offering to the school children of Canada as prizes, 250 Boys' Own Annuals and 250 Girls' Own Annuals, valued at One Thousand Dollars, for the best finished map of the Division of Canada in which the pupil resides.

So that all may compete on equal terms the Dominion is divided into three divisions (1) The West, comprising Manitoba, Saskatchewan, Alberta and British Columbia; (2) The Middle, comprising Ontario; (3) The East, comprising New Brunswick, Nova Scotia and P.E.I.

The pupils in these divisions will be divided into classes—Class I, First Book. Class II, Second Book. Class III, Third Book. Class IV, Fourth Book. Class V, Continuation Classes, High Schools and Collegiate Institutes.

**Write for full information about the Competition**

## Warwick Bros. & Ru





# Business-Creating Plan Opening Time COMPETITION

## of School Practice Books—Our 1909 Specials

The Prizes will be awarded: to the West—15 Boys' Own for the 15 best maps sent in by the boys of each class and 15 Girls' Own for the 15 best maps sent in by the girls of each class—to the Middle, 20 and 20 respectively, and to the East, 15 and 15 respectively.

A drawing sheet is given free with each copy of the Canadian Art Series of School Practice Books and on this sheet maps must be drawn.

The covers of the series are reproduced from original paintings by four of Canada's most famous artists, as follows :—“Sweet Peas,” by Mary H. Reid, A.R.C.A.; “Mount Hugabee,” by F. M. Bell-Smith; “Cape Blomidon,” by C. M. Manly, and “Queenston Heights,” by C. W. Jefferys.

The result of the competition will be made known through the booksellers and the prizes distributed by them.

and lay in an adequate supply of the practice books.

# Walter, Limited, Toronto

# Paris Tri-Colored Ribbon Crepe Paper



The Newest and Best Article for Window and Carnival Decorations

**Also Paris Holly and Paris Plain Ribbon Crepes**

All three inches wide, one hundred feet to the roll, three rolls to the box

**Christmas Holly Wrapping and Box-Covering Papers**

All Big Sellers. Put them in your next list

**The Tuttle Press Co.**  
Manufacturers Appleton, Wis.

in the foreground and the pupils and others arriving in sleighs. The school is brilliantly lit up and the contrast with the darkness gives it a certain luminous quality which should make it effective for a window display,

Something new in notebooks is the Science Note Book and Science Scribbler. These are made in a new size,  $6\frac{1}{2}$  inch x  $7\frac{1}{2}$  inch and open at the end. They are ruled and plain and are made particularly for those engaged in scientific work.

The display boxes for pencils this year are something out of the ordinary. They are very conveniently arranged in compact form with lithographed bases in bright colors. The pencils are stacked in neat rows in a variety of styles and present a most attractive appearance. They can be strongly featured in window and show case displays.

The manufacturers of school supplies have responded to the outcry for hygienic methods in schools with a germ-proof slate, which costs no more than the ordinary slate, and has the additional selling advantage of being antiseptic. They are made in both cloth bound and wire bound styles. They are branded and made in standard sizes. The trade should experience little difficulty in disposing of these goods as their antiseptic properties will recommend them strongly to parents and children.

Warwick Bros. & Rutter are making a specialty of an imprint pencil. On 25 gross lots the dealer's name is put on without any extra charge. These pencils are made of high-grade lead and usually sell for 3c each.

Another pencil called the "Emerald" is being sold to the trade to retail at 5c each. It is made of extra compressed lead. With every initial order of five gross is given away a handsome quarter-cut oak cabinet, cathedral finish with five drawers divided for different grades, complete in every detail. This cabinet is a beauty and is intended to be a companion to a similar case this enterprising firm sent out with note paper last year.

The first number of the British Family Journal, a new weekly published by the Amalgamated Press, has been received in Canada.

## ADVERTISING OF SPORTING GOODS.

(Continued from page 27).

### Score Board.

A good feature which may be adopted to attract probable purchasers of sporting goods to the store, and one which is extensively used in the larger towns and cities, is to have a score board hanging up in a conspicuous place on which is announced the results of the day's league games. Of course in the small towns it would hardly be possible for obvious reasons to get these results until the following day. However, they will be news then to the towns just as much as when received fresh from the field in the cities. Results can be obtained for this purpose from metropolitan morning or evening dailies which can be delivered to the dealer. Another idea worth trying out at the beginning of the season is to prepare a special letter with suitable printed lists quoting prices and giving adequate descriptions of goods and forward these to the secretaries of clubs in the district besides any others you may happen to know of who are interested in outdoor sports. The dealer, too, should interest himself in the formation of clubs and leagues in his district. He should be able to do this without making his personality too conspicuous.

In preparing a sales list for general circulation it should be made more comprehensive and include every-line handled pertaining to outdoor pleasures, such as fishing, tackle, quoits, bats, rubber balls, and tennis sets, croquet, hammocks, fireworks, Chinese lanterns, flags, etc., always remembering to quote prices.

The best position for your newspaper advertisements will be on the sporting page and it would be well to insist on that position. If the paper does not carry a regular sporting section, then have your ad. near news matter that will be read by those interested in sports.

If the dealer follows out with a reasonable degree of faithfulness the selling plan which I have outlined, supplementing the suggestions offered with other ideas which may seem feasible, there is no reason apparent why he should not gather nearly all the trade available in his neighborhood.

QUALITY BETTER THAN ANY, DELIVERED QUICKER THAN MANY!

**Collotype**

**POSTCARD**

post cards of high-class finish MADE TO ORDER.

Hand colored collotype cards. Double tone collotype cards.

Photocrom collotype cards.

Glossy collotype cards and all kinds of view albums and sample sheets.

Wholesale and export only.

ADDRESS FOR CABLEGRAMS: LICHTDRUCK, BERLIN

Write to

**Messrs. W. Neumann & Co.**

42 Wasserthorstrasse

Berlin S. 42

Germany



## School Supplies Exclusively

Our supplies for Schools will meet the most exacting requirements of School Boards and Teachers. Their quality and educational value are in every case guaranteed. We have many lines of Home Amusements and Kindergarten Materials especially put up for home use.

Write our TRADE DEPARTMENT for particulars and discount sheets.

**Plasticine, in boxes, 15c. to \$1.50**  
**Kindergarten Outfits, 25c. up.**  
**Kindergarten Song and Story Books.**  
**Paint Boxes and Brushes.**  
**Drawing Paper and Crayons.**  
**Pocket Maps, 25c.**  
**County Maps.**  
**Wall Maps and Charts.**  
**Globes, 75c. to \$60.00.**  
**Blackboards, framed and unframed.**

*Write us to-day and get your name on our Trade Department Mailing List. It means no expense for you now, but profits for you in the future.*

**The Geo. M. Hendry Co., Limited**  
**EDUCATIONAL SUPPLIES**  
**20 Temperance St., - Toronto, Ont.**

## Sap's running —the carpets are up

and the smell of the ubiquitous moth ball greets one's nostrils. 'Nuther words, 'tis Spring. And so it behooves all faithful booksellers and stationers to push wall paper for all there is in it. There's a lot in it too—that is, if you are lucky enough to be handling

## Staunton Wall Paper

Spring means other things too, such as finding how your stock stands and giving us an opportunity to help you sort up with decorative needfuls. Send us a post-card asking for free samples from which to make necessary selections for additions to stock.

Uptotheminute service on rush orders,

## STAUNTONS Limited

**Manufacturers of fine Wall Paper**

**933 YONGE STREET**

**TORONTO**

**ONTARIO**

*Are you on the list for the monthly receipt of our wall paper magazine "Gilt and Glimmer?"*



# EDISON

## Phonographs and Records

If there is not a dealer already established in your town for this popular and well-advertised make of Phonograph : : : :

**Cut this Coupon out and send to-day for full particulars of exclusive sale for Edison Phonographs and Records for your town.**

## You Can Control the Sale of Them

by placing your order with us at once, but you must agree not to cut prices as these goods are sold at one price only. There is a big margin of profit with only a small amount of cash invested.

When you sell a Phonograph you make a nice profit and just start an everlasting customer for records

**SEND FOR CATALOGUE**

The **Williams** & Sons Co. Limited

**Winnipeg, Man.**

**Toronto, Ont.**



## USEFUL POINTERS ABOUT CARBON Paper—Dealers Handling Carbon Paper Should Always Know How to Advise their Customers About the Correct Use of the Paper—It Helps Their Business — Reproduced From the Scribe.

To obtain the best results from carbon paper, it is necessary to use the paper best adapted to the work in hand.

A light weight carbon should not be used for general office work in making from one to four copies at a time, as a medium weight paper will do the work equally well, handle better, and give more wear through not so easily crumpling or wrinkling in use. A light weight paper is properly used for making five copies or over at one operation, indeed with a Semi carbon as many as twenty-five copies may be made if exceedingly thin typewriter paper is used.

A medium weight paper should not be used for making numerous copies as it was never intended for this, and any copies above the fifth will be indistinct and blurred on account of the thickness of paper through which the force of the stroke must be carried.

### Consider the Paper Carefully.

In choosing a carbon for office work, in addition to considering the number of copies required, it is well to take into consideration the kind of paper on which the carbon copies are to be made so that carbon of the proper finish will be selected. Different results are obtained from the use of the same carbon with hard, smooth or glossy paper, and soft or dull paper.

On adding and listing machines it is necessary to use a sensitive finished carbon for the reason that the stroke of these machines is not the forcible, staccato blow of the typewriter, but rather a pressure blow.

With the full typewriter carbons, in particular the 4 lb. paper, as many as thirty copies may be obtained. In arranging to make a number of copies with full carbon, the oversheet should be first laid down, then a tissue, then a full carbon, two tissues, a full carbon, etc.

Copyable carbon is handled the same as regular typewriter carbon, though it is very sensitive to moisture and should not be touched with moist, perspiring hands, or allowed to come in contact with any moist article. From the carbon copies, letter press copies may be taken in the usual way.

Offsetting or the disfiguring of carbon copies in smoochy streaks may be due to one of several reasons, as when the carbon copy is turned through the machine by spinning the platen and the original writing and carbon sheets are stuck some way in the operation so that the carbon is forcibly rubbed against the carbon copy; by using too heavy paper and too heavy carbon in the machine; by using the wrong kind of carbon with the copy paper, by attempting to erase the ribbon writing over carbon and copies as they lie in the machine; by the paper feed rolls of the machine being too tightly adjusted, or in some makes of machines, by leaving the rubber rolls in the paper fingers in contact with the paper and exerting pressure on it, when these rolls are intended only to hold the paper firmly in the machine, when it is desired to write very close to the bottom of the page.

### Test for Non-Smutting.

Smutting is often times used as another name for offsetting. Some carbons if pulled forcibly together between the finger and thumb will emit a squeak and those which speak will not usually leave an impression on the thumb. This is not a fair test, as the carbon paper does

not have to be handled with force in any case, and whether the carbon does or does not squeak or soil the thumb, it affects little its value if used for the purpose for which designed. A fair test of the non-smutting qualities of carbon is to rub the finger across a carbon writing, or to rub paper over the writing, and such a test will rarely show smutting to an objectionable degree.

Tearing of the typewriter carbon is perhaps most often caused by the carbon sheet being too wide for the copy paper, and thus unprotected in the machine; by broken paper fingers which will catch and tear the carbon; by catching on the alignment rule; by awkward removal from copies, or other mishandling.

Cutting or slitting of carbon in use is sometimes done in tabulating where the hyphen, underscore or other sharp character, by repeated use, will really cut the carbon, though the original and copy sheets may not be harmed.

### Causes of Wrinkling.

"Treeing" or the wrinkling of the carbon sheet in the machine may be the result of not inserting the carbon sheet even with the rest of the paper, or failing to insert the whole evenly in the machine, also by unequal pressure of the feed rolls, or by the carbon becoming crumpled or wrinkled by lying loose on the desk. To guard against "treeing" the paper feed rolls should also be loosened after the work is inserted in the machine so that unequal tension in the paper and carbon may adjust itself.

Wear of typewriter carbon to an extent which will give rise to complaint, either in fabric (tissue) or carbon coating, may be caused by the carbon being punched through and through by sharp type, periods, commas, or other sharp characters, especially against a rough, worn platen; and in this case, a backing sheet, for which a sheet of ordinary heavy Manila wrapping paper serves very well, should be used. A forceful, hard operator, the use of a machine equipped with Elite type, the careless making of numerous copies, or the use of an especially soft, punky paper for the carbon duplicates, will cause this sort of a complaint.

### About Typewriters.

It is not our purpose to enter into an exhaustive and critical examination of the many typewriting machines now on the market with respect to the use of carbon paper. It will perhaps be enough to say that the basket models, blind writing machines, and both the top and front stroke typewriters are in general good manifolders, while those machines printing from a cylinder are incapable of producing a large number of copies. With these it is particularly necessary to use a very light weight, soft finished, sensitive carbon.



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The proprietors of the under mentioned British publications solicit the assistance of Canadian Booksellers and Newsdealers in promoting circulation in the Dominion and request that the trade keep well supplied with their various publications. Bookseller and Stationer may be referred to for further information.

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The different makes of machines differ rather considerably in their extremes in regard to the degree of hardness of the platen. In general, a hard platen is best for manifolding. With such a platen, a hard finished carbon is preferable, a soft-finished carbon with a soft platen. With all this, the fact must not be lost sight of that different operators on the same machine and with the same carbon can get different results, so much does operation affect the quality of the work.

In using pen and pencil carbons, the particular paper should be selected, which, after trial, is found best suited to the work in hand. Proper implements should be used too, a good pencil, 3H or harder, or a good manifolding pen, and the copies should be backed by a hard smooth writing surface, either good glazed press-board or a metal plate.

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 Hurst, A. O., Toronto.  
 Warwick Bros. & Rutter, Toronto.  
 Gage, W. J., & Co.

**Post Cards**

Holzman, Alfred &amp; Co., Chicago, Ill.

**Post Card Albums.**

Patent Interleaf Album Co., London.  
 W. C. England.

**Rubber Type.**

Fulton Rubber Type Co., Elizabeth, N.J.

**School Supplies.**

Buntin, Gillies Co., Hamilton.  
 Clark Bros. Co., Winnipeg.  
 Copp, Clark Co., Toronto.  
 Harcourt, E. H. Co., Ltd., Toronto.  
 Hendry, Geo. M. Co., Ltd., Toronto.  
 National School Slate Co., Slatington, Pa.  
 Smith-Davidson & Wright, Vancouver, B.C.  
 Warwick Bros. & Rutter, Toronto.  
 Gage, W. J., & Co.

**Souvenir and Picture Post Cards.**

Copp, Clark Co., Toronto.  
 Otto Leder, Saxony, Germany.  
 Warwick Bros. & Rutter, Toronto.

**Stapling Machines.**

Acme Staple Co., Philadelphia.

**Telegraph Codes.**

American Code Co., New York.

**Toys, Games, Etc.**

Sutcliffe-Edmison Co., Toronto.

**Typewriter Supplies.**

Carter's Ink Co., Montreal.  
 Peerless Carbon & Ribbon Mfg. Co., Toronto.  
 Mittag & Volger, Park Ridge, N.J.  
 Underwood, John & Co., Toronto.

**Wall Papers.**

Stauntons Limited, Toronto.

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# The Canadian Bookman

A Monthly Review of Contemporary Literature Devoted to the  
Interests of Canadian Bookbuyers

Volume I No. 5

May, 1909

10c per copy, \$1.00 per year



BYRON E. WALKER, C.V.O., D.C.L., LL.D.

A Distinguished Patron of Literature and Art in Canada.



HON. JOSEPH HOWE

A new edition of whose speeches is to be published shortly.

## GOSSIP OF THE MONTH.

Canadian literature and art owe much to the zeal and interest of such men as B. E. Walker of Toronto. A banker by profession, head of the second largest capitalized bank in the Dominion—the Canadian Bank of Commerce,—he has yet found time to devote attention to literature, science and art. Up to April last he occupied the position of president of the Canadian Society of Authors. He is the active head of the Champlain Society, a member of the National Battlefields Commission, appointed by the Dominion Government, a member of the Advisory Art Council, entrusted with the task of selecting paintings for the National Art Gallery at Ottawa, a fellow of the Geological Society (England) and of the Institute of Bankers (England). His interest in all these organizations is far from being superficial. Whatever post he occupies, he gives to the work of that post the best service possible. In truth, his versatility is amazing and is the wonder of his friends. As an author, Mr. Walker has devoted his pen mainly to the exposition of banking problems. He has written a number of pamphlets on these subjects, which may be regarded as text-books of the art and he is looked upon as the leading authority on banking in Canada.

The Champlain Society, of which Mr. Walker has been president from the first, occupies the same position in Canada as the Hakluyt Society, the Prince Society, the Surtees Society, etc., in the United States. That is to say, its aim is to put in permanent form, works of an historical nature, which have long since gone out of print and which are consequently not readily available to the student and also on occasion to publish modern historical works, which would not otherwise secure a publisher. It need hardly be said that the work of the society is deserving of every support and encouragement. Established in May 1905, it is now entering upon its fifth year. So far three volumes have been published and distributed to members and to the subscribing libraries, while a lengthy list of new volumes is in preparation. The announcement that authority has been given to the Council of the Society to increase the membership should be pleasant news to many Canadians,

who would like to have an opportunity to enter the Society and participate in its work.

It is not often that the speeches of Canada's public men are published in book form. Of biographies there have been not a few but volumes of speeches are rarities. Whether it be that there is not a demand for such books or that enterprising editors are scarce, the fact remains that the works of biography far exceed the compilations of speeches. In this connection it is interesting to refer once again to the forthcoming two-volume edition of the speeches of Nova Scotia's greatest statesman, Joseph Howe. No less a person than the new mayor of Halifax, J. A. Chisholm, K.C., has had editorial charge of the work and the Chronicle Publishing Company will handle the edition. The publication of this important book will doubtless be one of the notable events of the present year in the Canadian field of letters. It will be interesting to hear later on just how well the edition has been taken up. Is there a demand in Canada for this class of book, which would warrant the publication of similar books in the future?

Joseph Andrew Chisholm, K.C., the editor of Howe's Speeches, is a native of St. Andrew's, Antigonish, N.S., where he was born in 1863. The present Lieutenant-Governor of Nova Scotia, Hon. D. C. Fraser, was his mentor in the intricacies of the law. He was called to the bar in 1886 and practised in Antigonish until 1889, when he moved to Halifax, becoming a member of the firm of Borden, Ritchie, Parker and Chisholm. Mr. Chisholm's literary proclivities were developed during the years that he edited the Antigonish Casket. A brother-in-law of the late Sir John Thompson, premier of Canada, and chief magistrate of the ancient city of Halifax, he has been and is in touch with the ruling classes of the land.

The appointment of a new secretary for the Ontario Historical Society in the person of Clarkson W. James,



J. A. CHISHOLM, K. C.

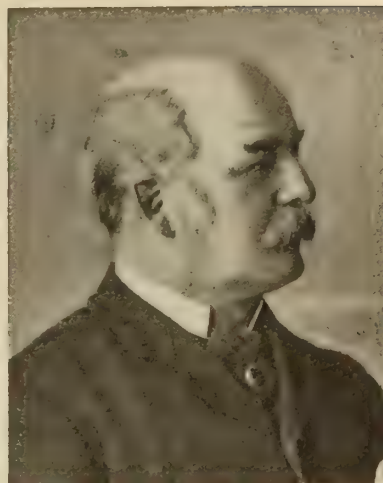
Editor of the new edition of Howe's Speeches and recently elected Mayor of Halifax.

secretary of the Education Department of Ontario, is good news. Apart from the fact that new brooms usually sweep clean, it may be confidently expected that Mr. James will keep the work going along



smoothly just as long as he is in charge of the secretarial post. The Society stands in need of a re-organization in this department and, with an active man in the position, there is no reason why the work of the Society should not flourish as it has never flourished before. Mr. James will have the helpful support of Barlow Cumberland of Port Hope, the president, who is keenly interested in the preservation of historical material. He is the author of "The Story of the Union Jack," a book which by the way has gone completely out of print and which is to be republished in a second edition in the near future.

"What do our public men read?" is a question which is entertainingly answered in the following pages. Of course it has been impossible to refer to the favorite books of our various public men. Possibly an inquisition into the exact tastes of many of them would disclose an undoubted appreciation of books as ornaments, while for practical purposes newspapers would fill the bill. Still it would be cruel to probe this far, and, to say that the Hon. So and So prefers books on political economy



BARLOW CUMBERLAND

President of the Ontario Historical Society and author of "The Story of the Union Jack."



A. D. DeCELLES

General Librarian, Ottawa.

and the Hon. Other Fellow's tastes lie in the direction of books of travel, is much more generous treatment. However, the big men at Ottawa have very luxurious quarters in which to indulge their tastes for literature and one could well imagine a book-lover standing for Parliament just in order to get an entree into this treasure-house.

This much can truthfully be said of the average book-buyer in Canada,—he buys books for use and not for ornament. So far as publishers, booksellers and even authors are concerned, it might be a nice thing if we had more of the ornamental variety of buyers but, for the good of the country, it is better to have 200 books bought and read than the same 200 books bought and shelved. Even if the number of buyers is limited, it is satisfactory to feel that they one and all appreciate the books they buy for what is in them.

Dr. Thomas O'Hagan, the Canadian poet, critic and lecturer, intends to bring out a new edition of his volume of poems entitled "Songs of a Settlement," which has been out of print for several years. The book

of verse appealed particularly to such writers as John Greenleaf Whittier, Charles G. D. Roberts, and Charles D. Warner, from whom he received warm personal letters of praise. It is expected that Dr. O'Hagan's new volume of essays entitled "Essays, Literary, Critical, and Historical" will be issued within a few weeks. William Briggs, who is Dr. O'Hagan's publisher, is to bring out this new volume.

At least half a dozen additions have made so far this year to that admirable little set of supplementary readings for schools, Morang's Literature Series. These small books, containing from 100 to 150 pages, well printed and bound in flexible cloth, are excellent examples of book-making and possess wearing qualities that suit them well for school use. Possibly the most interesting of the new titles is a compilation from the Makers of Canada, containing the best chapters from this important series. Then there are editions of "The Cricket on the Hearth," "Evangeline," "Tales from Shakespeare," "Enoch Arden" and a second volume of narrative poems. The price of these books is 15 cents each.

W. A. C.



CLARKSON W. JAMES

The new Secretary of the Ontario Historical Society. Mr. James is Secretary of the Ontario Education Department.



A BOOKLOVER'S PARADISE

A glimpse of the luxurious Parliamentary Library at Ottawa, where Canada's legislators can, if they wish, spend many pleasant hours.

## What Canada's Big Men Read

An Investigation Into the  
Kind of Books Read by  
the Public Men at Ottawa.

What do the public men of Canada read? What do our parliamentarians peruse?

Aside from Hansard, the Orders of the Day, the Blue Books, the Journals of the House and the Canada Gazette, of literature, past and present, there is abundance available for their edification. The Commons and Senate reading rooms contain files of every weekly and daily paper published in the Dominion and are liberally patronized by the members, particularly the rural representatives, who scan the sheets from their home towns to find what their respective communities are doing when the biggest man—of course, the M.P. himself—is not "in their midst."

In the magnificent library of parliament there are 250,000 volumes. This immense pile is being added to yearly at the rate of 5,000 copies. Attached to noble and stately old cathedrals of Europe are famous chapter houses and upon somewhat similar lines has the beautiful building at the north of the main block of the Parliament buildings at Ottawa been planned. Circular in form and ninety feet in diameter the buttressed walls stand four feet thick. It is conceded that no finer site could have been found in Canada for the housing of the nation's books.

The interior is artistic and imposing. Planned in the form of a polygon of sixteen sides, each angle is supported by a flying buttress which touches the main wall at the point designed to make it better resist the heavy outward thrust of the vaulted roof. Gazing aloft the eye

rests upon the great dome forty two feet in altitude, the base of which is an equal distance from the floor. In the centre of the library stands a splendid statue in marble of the late Queen Victoria as she looked when crowned in 1837. It is the work of Marshall Wood. Busts of King Edward, Queen Alexandra and other notable people adorn the angles of a number of the alcoves. Wood carvings of an attractive and impressive character decorate the interior. Shields of the different provinces are in front of some alcoves and in glass cases are coins, medals, medallions, script, specie and many other mementos of home and foreign lands.

Books, Books, Books—on every side until the shelves of the three galleries are so congested that the librarians do not know where to store the constant inflow of publications. Some years ago, plans were prepared by the chief architect to increase the space temporarily, but, though such a move has been frequently talked of and incessantly recommended by the librarians in their annual report, no arrangements have yet been effected for extra accommodation. Space is utterly inadequate to meet the demands made upon it and the crowding has become so severe that books are placed in rows three deep which often causes endless difficulty in searching for a volume. If the present state of things is not soon remedied and some relief afforded the result will be a case of "confusion worse confounded."

But what do our big men read? What are their tastes, their favorite themes, their hobbies?



## BOOKSELLER AND STATIONER

### The Cabinet Ministers' Tastes.

The cabinet ministers, who make the most use of the library, are Sir Richard Cartwright and Hon. William Paterson. The Canadian Minister of Customs does not, as some might suppose, devote his spare moments to the study of tariffs, fiscal problems, and economic questions, but revels in tales of travel, exploration and discovery.

The Minister of Trade and Commerce is not looking up treaties and traffic returns, exports and imports, but passes many a pleasant hour among the Henty books so popular with boys, which would indicate that the veteran knight, now in his seventy-fourth year and the hero of many a political battle, is still young in spirit and dearly loves adventure, prowess and a fighting chance.

The Minister of Finance, Hon. W. S. Fielding, although a busy public man, manages to keep the library staff on the move at different times. He reads the copyright novels of the day and wanders through the field of general literature. Hon. Sydney Fisher is also among the

critiques by eminent men, but is what might be described as a general reader, current literature and popular authors falling constantly under his eye. The latest on parliamentary procedure, political economy and the history of the world is Mr. R. L. Borden's choice. He is serious, thoughtful and studious—and appreciates the advantages and accessibility of the library.

Hon. R. F. Sutherland, Speaker of the Commons in the last Parliament, makes many researches in parliamentary history and other kindred subjects. The Minister of Railways and Canals in the Macdonald ministry, Hon. J. G. Haggart, is another public man who does not allow dust to accumulate on biographical and historical works. It will surprise many to learn that Mr. Haggart reads thoroughly volumes that comparatively few consult. It is rarely that he asks for a novel.

### The Senators.

The leader of the Conservative party in the Senate, Hon. James A. Lougheed, does a good deal of general



HOME OF THE NATION'S BOOKS

A general view of the interior of the Parliamentary Library at Ottawa. A statue of Queen Victoria occupies a position in the centre.

familiar figures in the library. His reading is general rather than technical.

Some members of the cabinet have fine private libraries and on this account do not need to patronize the parliamentary pile. Among these, fortunately situated, are the Prime Minister who is a great student of history, biography, political systems and forms of government. When his own library fails to supply his needs, Sir Wilfrid frequently sends "to the hill" for certain numbers.

Hon. Rodolphe Lemieux, Canada's brilliant Postmaster-General, consults the volumes on the shelves many times during the course of a session. The heavier works in French and English appeal to him, biography and history being his favorites. The Secretary of State, Hon. Charles Murphy, is an omnivorous reader, books of a political and legal character engaging his attention.

Hon. George E. Foster, although a virulent critic, does not while away his leisure hours in reading famous

reading while the former Premier, Sir Mackenzie Bowell, peruses history and biography. Among the private members of the House, Martin Burrell, of Yale-Cariboo, H. H. Miller, of South Grey, Dr. Michael Clark, of Red Deer, and others, who might be mentioned, are familiar figures in the big reading room. There are perhaps half a hundred or more M.P.s who never enter the oaken doors except to show a visitor or conduct a constituent around the building.

It is not always the men, who are the most diligent readers that make the most instructive and interesting speeches or are the most forceful and argumentative in debate. Generally, the politician, familiar with conditions and history of the past and possessing a knowledge of economics, social science, various forms of government, and procedure, is able to marshal all his facts and present his points in a more comprehensive and cogent manner.



### The Governor-General.

His Excellency, Earl Grey, frequently sends to the library for editions of travel, history and biography. The Governor General scrutinizes much in the field of current literature being interested in many present day problems. His addresses at all public functions afford convincing evidence that they are not ready-made utterances—not phonographic productions. He has views of his own and is not diffident about giving voice to them. He has identified himself closely with the welfare and interests of the people. He has shown such intimate acquaintance with the country and appreciation of the resources and progress of the Dominion that the Canadian Government had printed an edition of His Excellency's speeches to preserve them in permanent form and permit of their wide distribution.

### Books Not Allowed Out.

During the session of parliament no one is allowed to take books from the library except the legislators, but in recess, on the recommendation of the Speaker or an M.P., the librarians issue a card of admittance to the person so recommended, entitling the holder to take out two works at the same time. There are generally between 500 and 600 ticket holders in the Capital, although the new Carnegie library in that city has reduced the number. Nearly half of the 250,000 volumes are in French. All parliamentary debates, papers, reports and records are, of course, printed in both languages.

Works of reference, historical and literary documents, early public records and original papers are not allowed to be removed from the building. Every summer, university students, historians and reviewers, the majority being young men, who are pursuing post-graduate courses in American seats of learning or are preparing theses, come to Ottawa and for several weeks use the library and reading compartments which are comfortably equipped with upholstered chairs and polished tables. They generally number from twenty to twenty-five and at the parliamentary institution they obtain information at first hand by having access to works bearing on British views and interpretation of the Declaration of Independence, the Canadian records of the stirring times of 1812-1813, the Fenian Raids, and other strenuous struggles in the early history of the Dominion and its relations to the neighbors to the South. The visitors are shown every courtesy. All the facilities of the library are placed at their disposal.

Of standard English classics there are several sets of each,—Scott, Dickens, Thackeray, George Eliot, and others. Dickens is the favorite novelist but the others are close competitors in popularity. Standard works are for the use of the members and not outsiders. Of poets, Shakespeare and Tennyson appeal to the majority, but Longfellow, Whittier and Poe have many admirers. The novels of Charlotte Bronte are called for on many occasions.

A few months ago the Canadian Bookman gave an interesting review of what the people of Toronto read. The favorite authors and poets in this city also claim the affection of readers in the national library. With few exceptions, inquiries from the librarians revealed the existence of the same literary tastes in the national as in the provincial capital—an instance possibly of great minds running in the same channel.

### Management of the Library.

The parliamentary library is under the direction of a joint committee of both Houses. The amount of the annual appropriation for books is about \$15,000. Of this, some \$10,000 is devoted to the purchase of general works

of biography, history, political, social and medical science law, exploration, etc.; \$1,000 for current Canadian works and rare Americana; the remaining amount,—\$4,000—goes toward the expenses of rebinding old and worn volumes.

Comparatively few works of fiction, biography or history are presented to the library by authors, but hundreds of pamphlets, debates, statistical compilations and reports are annually received from Imperial and foreign parliaments in exchange for those from Canada.

In the United States one condition of the copyright law is that three copies of any work have to be sent to the Library of Congress at Washington. In Canada the regulations stipulate that three copies must be furnished to the Minister of Agriculture, one of which is deposited in the parliamentary library, one in the British Museum while one is retained by the Department. It would seem advisable to have this condition amended so that more copies of a book should be placed in the library for public use. A single copy of a popular Canadian novel is of little advantage. It is put in the library for safe keeping only and not for general use. So many readers want to peruse it that the demand can be met only by purchasing more. This seems a peculiar imposition on a national institution since it costs a Canadian publisher or author only one dollar to register a copyright which endures for 28 years, from the time of recording. In view of the meagre fee it would apparently be a wise stipulation that more copies than one of a work, at the time of publication, should be donated to the parliamentary library. There should be at least three; one is a tantalism. In the case of new copyright fiction of a meritorious character five or six books are bought in Toronto and placed in the central public library and one or two additional for each of the five city branches. To think, that in a growing country like Canada, where the copyright law is so simple and the conditions so easily and economically complied with, the national book shop gets no copy gratis, is out of the idea of the fitness of things as conceived by the librarians on the hill.

### An Eccentric Arrangement.

Another evidence of eccentricity is placing the administration of the copyright law under the department of Agriculture. "What have books, pictures, sculpture, engravings, paintings, and drawings to do with agriculture?" asked a publisher recently. "Books have to do with culture but comparatively few novels, poems or historical articles have anything to do with Agri—culture." In Washington copyrights are issued by the Library of Congress and why should not some such sensible and consistent arrangement be made in Canada? Why should not the copyright law, now under the Department of Agriculture be transferred to the Public Works or Marine and Fisheries Department? In the fitness of things such an arrangement would seem about as reasonable as the present one.

The joint librarians at Ottawa are A. D. De Celles, C.M.G., and Martin J. Griffin. Both former newspaper men, they had already won their way to the front in the journalistic world before being transferred to Ottawa. Mr. De Celles occupied the editorial chair of *La Minerve*, Montreal, when called to the library staff in 1880. He is general librarian. Mr. Griffin, parliamentary librarian, who was appointed to the post in 1885, was at that time, editor of the *Toronto Mail*. The chief clerks are Colonel Todd and Mr. Sylvain; their associates are Messrs. MacCormac, Bouchette, and Smith. The number of persons engaged in classification, tabulation, cataloguing, etc., is about ten and the work of the staff is by no means light.

—G. B. V. B.



# What the Publishers are Providing for Canadian Readers

Spring Lists are Now Almost Complete—Attention is Being Directed to the Fall Trade.

"The Chippendales" by Robert Grant, author of "Unleavened Bread" was published early this month by the Copp, Clark Co.

Paper covered editions of "The Soul of Dominic Wildthorne" by Joseph Hocking and "Wild Geese" by Stanley J. Weyman have been issued by the Copp, Clark Co.

Mrs. Humphrey Ward's new novel "Marriage a la Mode" is announced for early publication by the Musson Book Company. They will also publish soon "Wallace Rhodes" by Nora Davis.

"Mind and Work" by Professor Gulick, "Faith" by the Bishop of Durham and "Popular Electricity" by Hibbert, are three interesting publications this season of Cassell & Co. They are all three listed at \$1.00.

The Macmillan Company of Canada, Limited, have just published the late Marion Crawford's "White Sister." In this story Mr. Crawford takes us back to Rome, the scene of so many of his successful novels.

The Copp, Clark Co. expect to have ready about the middle of the month the Russian novel, "A Flight from Siberia." A little later on they will publish "The Sins of Society," "Marriages of Mayfair" and "Round the Fire Stories."

"Quaint Subjects of the King," a handsomely illustrated volume by Foster Fraser, giving interesting information about the various races in the British Empire, has just been published in Canada by Cassell & Co. It is listed at \$1.75.

"The International Encyclopedia of Prose and Poetical Quotations," on which William S. Walsh has been at work for eleven years, is a valuable compilation, issued in a Canadian edition by the Copp, Clark Co. Cloth binding, \$3.00. Limp leather, \$5.00.

William Briggs, has arranged for and will place on the market towards the end of May a new book by Allen Raine, the author of "The Welsh Singer." The title of this new book is "Where Billows Roll" and it promises to be as great a success as "The Welsh Singer."

Two important works on religion just published by The Macmillan Co. of Canada, are: "Modern Thought and the Crisis in Belief," by Professor R. M. Wenley, and "A Valid Christianity for To-day," by the well-known Bishop of Michigan, Dr. Chas. D. Williams.

The Macmillan Co. of Canada have just published Eden Philpott's latest story, "The Three Brothers." In the opinion of the critics this story is not only the best that Mr. Philpotts has written, but it entitles him to be considered the greatest of active contemporary novelists.

Cassell & Co., Toronto, expect to receive shortly "Royal Academy Pictures, 1909." This is the new volume of a most acceptable series containing handsome reproductions of this year's pictures in the Royal Academy. In cloth binding it sells at \$1.50 and in paper covers, 90 cents.

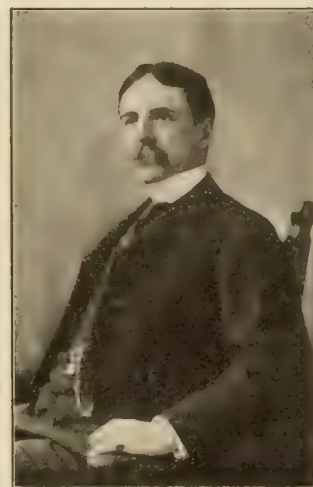
The Musson Book Co. announce for publication during the summer, "The Horse: How to Ride and Drive, etc." by F. M. Ware, a practical handbook on the horse; "Tracks and Tracking," by Josef Bruner, a volume of woodland love and the language of the forest; and "Boat

Sailing," by Captain A. J. Kencahy, a seventh edition of a capital book.

The Musson Book Co. have now ready the following fiction,—"Kingsmead" by Baroness von Hutten, "Set in Silver" by C. N. and A. M. Williamson, "The Inner Shrine (anonymous)," "The Royal End" by Henry Harland, "Katrine" by Elinor Macartney Lane, "Open House" by Juliet Wilbur Tompkins, "The Bridge Builders" by Anna Chapin Ray, etc.

The latest volume of the English Men of Letters series is Professor G. R. Carpenter's "Walt Whitman," published by the Macmillan Company of Canada. In this connection it may be interesting to remark that the same firm is issuing the earlier volumes of this series in a pocket edition which for cheapness of price and excellence of "get-up" leaves nothing to be desired.

Cassell & Co. have received the Canadian editions of the following novels, announced earlier in the year.—



ROBERT GRANT

Author of "The Chippendales."

"The Sword of the Lord" by Joseph Hocking; "The Show Girl" by Max Pemberton, "The Yellow God" by Rider Haggard, "Peggy, the Daughter" by Katharine Tyman, "Double Bonds" by Florinda McCall, "Conquest of Christabel" by Mrs. De Horne Vaizey, "An Interrupted Kiss" by Richard Marsh and "The Lure of Eve" by Edith Mary Moore.

Among recent publications of The Macmillan Co. of Canada, may be mentioned: "The Government of European Cities," by Professor W. B. Munro of Harvard; "The Laws of Friendship Human and Divine," by Professor H. C. King; "The Story of the Great Lakes," by Professor E. Channing; "Psyche's Task," a very convincing "discourse" concerning the influence of superstition on the growth of such institutions as government, private property, marriage and respect for human life, written by Professor J. G. Frazer, author of "The Golden Bough"; "The Earth's Bounty," by Mrs. K. V. Saint Maur, author of "A Self-Supporting Home;" "The Psychology of Thinking," by Professor J. E. Miller.

# A Survey of the Canadian Literary Field.

## Books by Canadians and Books About Canada—Several New Titles Announced.

As the year advances the number of books falling under the general head of Canadian increases. This month it is possible to refer to quite a lengthy list of titles comprising books under nearly every possible head.

### Biography.

The York Pioneer and Historical Society, which celebrated the fortieth anniversary of its foundation last month, has issued a memorial volume, containing much historical and biographical matter of interest. It is illustrated with portraits of deceased members.

Eight years' experiences as a missionary in the early days of British Columbia, form the subject of an interesting book entitled "A Bishop in the Rough," in which Bishop Sheepshanks of Norwich, England, narrates his adventures. The scene of his labors was New Westminster, then a mere clearing in the forest, where he established himself alone in a little log hut and set to work to collect a flock. The publishers are Smith, Elder & Co., London.

Beckles Wilson, author of "The Great Company," being a history of the Hudson's Bay Company, has been at work for some time on a life of General Wolfe, which is announced for early publication. Its title will be the "Life and Letters of James Wolfe" and it will contain fresh biographical material as well as over forty letters never before published.

As a preliminary to the larger work, containing the speeches of Joseph Howe, to be issued next month, the Chronicle Publishing Co., Halifax, have published a 44-page booklet, containing the sketch of Mr. Howe, which appeared in a special number of the Chronicle last year and a chronology of his life. The booklet is the work of J. A. Chisholm, K.C.

"Heroines of Canadian History," by W. S. Herrington, of Nanaimo, which was announced several months ago, and which was unfortunately delayed, is now ready, and has just been published by William Briggs. The book contains a frontispiece picture of the heroines mentioned in the book. Though intended primarily for use by young people the book will also be very interesting to those of older years. Volumes such as this one and "The Story of Isaac Brock" should be in every school in the country. There have been so many books used as supplementary reading in our schools which have originated in the United States, and which are colored to suit the American idea, that the introduction of books written and published by Canadians is a much-to-be-desired feature.

Dr. Henry J. Morgan, of Ottawa, is working very industriously on his new edition of "Canadian Men and Women of the Times" which is to be issued by William Briggs. It was expected that this volume would be published some time this summer, but on account of the great care and accuracy which has to be exercised in preparing a work of this kind it is now probable that the book will not be ready at least until the fall or the winter of 1909. Dr. Morgan still continues to receive orders from all parts of the world for this volume. It is indispensable to all public men, journalists and in fact everyone wishing to have a ready reference volume which

will give them information in concise form relating to all the notable men and women of the present day in Canada.

### Speeches.

The splendid speech delivered at Chicago by J. A. Macdonald, editor of the Toronto Globe, on the occasion of the Lincoln Centenary, will be published in book form some time in the autumn. Hodder & Stoughton will issue the book in London and New York, and the Westminster Co. in Toronto. The title of the address was "The Significance of Lincoln" and that doubtless will be the title of the book. It contains about ten thousand words.

The Chronicle Publishing Company of Halifax announce that the new edition of "The Speeches and Letters of Joseph Howe," edited by J. A. Chisholm, K.C., will be ready some time between June 1 and 15. It will appear, as did the original edition, in two volumes, and will be sold at \$10.00 a set. All the speeches and public letters of Mr. Howe, which are deemed worthy of preservation, will be included and there will also be a carefully prepared chronology and index as well as two portraits of the statesman.

### History.

A new and revised edition of Sir J. G. Bourinot's "Canada," written originally for the Story of the Nations series and first published in 1897, has been issued by T. Fisher Unwin of London. The work of revision has been carried on by Edward Porritt, an Englishman, now resident in New England, who has been paying considerable attention to Canada of late. In a supplementary chapter with the title "Canada as a Nation," he traces the industrial growth of the country since 1896. The present edition is printed on heavy paper and is well illustrated.

Of the writing of histories of Canada there seems to be no end. 1908 saw the publication of several important works in this department. The present year bids fair to see as many more. Sir C. P. Lucas, Under Secretary at the Colonial Office, has published through the Oxford University Press an imposing volume of 360 pages, tracing the history of the country from 1763 to 1812. Needless to say Sir C. P. Lucas writes with authority and his history may be regarded as the most definitive of this important period in the development of Canada. The volume is admirably printed and bound,—an assertion which is really superfluous in the case of any book published by the Oxford Press.

At the last meeting of the Nova Scotia Press Association, it was decided to prepare and print a booklet recording the fact that the Royal Gazette of Halifax is the oldest paper in America. Its establishment in 1752 and its continuous publication ever since give it this priority. The booklet will contain a history of the paper and a facsimile of the first number. The President of the Association, J. W. Regan of Halifax, states that it has not yet been decided who will write the pamphlet. It hardly seems likely that a more capable author could be secured than Mr. Regan himself.



Some five years ago Rev. A. G. Morice, O.M.I., issued his very interesting "History of the Northern Interior of British Columbia," formerly New Caledonia. Father Morice has now in the press of William Briggs a new book which is entitled "The History of the Catholic Church in Western Canada" to be ready early in the fall. Father Morice is one of those members of the Roman Catholic Church who take naturally to the art of letters. He has received very high honors at the hands of various scientific societies in different parts of the world, being an honorary member of the Philological Society of Paris, and of the Natural History Society of British Columbia, corresponding member of the Canadian Institute, and the Historical and Scientific Society of Manitoba, of the Geographical Society of Neuf Chatel, Switzerland, and member of the Ethnological Committee B.A.A.S. Father Morice has the historical instinct to a very high degree, inheriting the old historical proclivities of the Jesuit Fathers.

## Religion.

Volume 6 of "The Interpreter's Commentary on the New Testament," by Lyman Abbott and John E. McFadyen, deals with "The Corinthians and Galatians." This volume is the work of Professor McFadyen, who, it will be remembered, is on the staff of Knox College, Toronto. The publishers of the series are A. S. Barnes & Co., New York, but the Westminster Co., of Toronto, has an edition of Professor McFadyen's book.

The Ven. W. J. Armitage, rector of St. Paul's Church and Archdeacon of Halifax, N.S., already the author of at least three helpful religious books, will issue still another and larger volume in the early summer, entitled, "The Soldiers of the King, their Warfare, Weapons and Victory." The publishers are Marshall Bros., Keswick House, Paternoster Row, London.

## Poetry.

A new volume of poetry from the pen of W. M. McKeracher, of Montreal is in the press of William Briggs. Mr. McKeracher received some very high praise for his previous book of verse which was entitled "Canada My Land." The Montreal Star in speaking of Mr. McKeracher's work said: "We consider Mr. McKeracher on account of his sincere patriotism to be the Poet Laureate of the Dominion. We know of no other Canadian author who has sung the praises of Canada more musically and enthusiastically." Mr. McKeracher's new volume is to be entitled "Sonnets and Other Verse."

Mrs. C. R. Townley, of Vancouver, B.C., who was at one time on the editorial staff of the Toronto Mail and Empire, has a volume of poems in the press of William Briggs. The title has not definitely been decided on, but it may be "Opinions of Mary." This is Mrs. Townley's first published work.

Donald A. Fraser's new volume of verse announced last month is to be entitled "Pebbles and Shells," not "Pearls and Pebbles." It is to be issued shortly from the press of William Briggs.

E. W. Thomson has collected a number of his more recent poems, including "Peter Ottawa," etc., into a volume, which was recently issued by Houghton, Mifflin & Co., Boston, with the title "When Lincoln Died and other Poems."

William Johnston of St. Mary's, Ontario, has published through the Stratford Beacon a volume of poetry, entitled "Canadian Melodies and Miscellaneous Poems."

It is a book of 212 pages and contains several poems of undoubted merit.

## Fiction.

"A Breath of Scandal" is the title under which a six shilling novel by a new Canadian writer will be published in London, England, this month. This is the first work of Ella Sawtell, (Mrs. A. O. McKee) a native of Woodstock, Ontario, who has made her home in London for the past ten years.

Arthur Stringer's new novel of South American life, "The Gun-Runner," published in Toronto by Thomas Langton, will have at least one page of interest to Canadians. This is the page which bears the dedication, for the book is "apprehensively yet affectionately inscribed" to Major Charles Edward Mills, of the Middlesex Battery of the Canadian Artillery, and one of the Canadian Contingent who fought in South Africa. Mr. Stringer's dedication reads as follows: "To my old bunkie and friend and camp-mate, Major Charles Edward Mills, who in the good days that are gone was known as 'Shorty,' who knocked about all the blessed Seven Seas of the earth and smoked over camp-fires in four continents and adventured up and down the length of the two Americas and always loved war and danger and the open road, and full many a time tramped and camped and hunted, and went hungry with me, I most apprehensively yet affectionately dedicate and inscribe this volume." The Gun-Runner, by the way, is a story of action, dealing with a revolution in a South American republic. The hero, a Nova Scotian named McKinnon, is a wireless operator, and "wireless" plays an important part in the development of the story.

The fact that a Champlain celebration is to be held this summer on Lake Champlain will renew interest in all books dealing with the great explorer and with the scenes of his activity. Among the number attention might well be directed to Miss K. L. MacPherson's "Scenic Sieges and Battle Fields of French Canada," issued in handsome form by the Valentine & Sons Pub. Co.

"The People of the Plains" is the title of the new book by Amelia M. Paget, which is now in the press of William Briggs. This volume deals with the Indians of the far West of Canada, and promises to be a very interesting and valuable contribution to the history of the native races of our Dominion. In this connection it is interesting to note the growing interest evinced by Canadians in all books which deal with the history or resources of Canada.

Two volumes dealing with the Great Lakes have recently been published, both the work of American writers. The first, published by G. P. Putnam's Sons, New York, is entitled: "The Great Lakes: The Vessels that plough them, their Owners, their Sailors and their Cargoes, together with a Brief History of our Inland Seas." It is written by James Oliver Curwood and is profusely illustrated. The second is called "The Story of the Great Lakes," by Edward Channing and Marion-Florence Lansing. It is published by the Macmillan Co. of Canada.

A new Canadian novelist has appeared in the literary firmament in the person of Miss Frances Fenwick of Montreal. She has written a novel entitled "The Arch Satirist," which deals with present day Montreal. It will be published in the fall by a Boston firm.



# Fourth Annual Meeting of the Champlain Society

## A Lengthy List of Publications in Preparation—Proposal to Increase the Membership.

The fourth annual meeting of the Champlain Society was held in Toronto, on Wednesday, May 5, with the following officers and members present :—President, B. E. Walker, C.V.O., D.C.L., LL.D.; secretary, George M. Wrong, M.A.; treasurer, H. H. Langton, M.A.; councillors, A. H. U. Colquhoun, LL.D.; James H. Coyne; assistant secretary-treasurer, Miss Eleanor Creighton; members, Prof. A. E. Lang, M.A.; A. C. Casselman; W. G. Eakins; D. A. Cameron; Alexander Fraser, B.A.; J. Watson Bain; Dr. J. S. Hart; Dr. R. A. Reeve; Angus MacMurchy, K.C.; A. St. L. Trigge, all of Toronto. A. F. Hunter, Barrie; Barlow Cumberland, M.A., Port Hope.

The meeting opened with the following remarks by the president, Dr. Walker :

"I have to report that notwithstanding the fact that sixteen vacancies have arisen in the membership list during the year by death and resignation, also by the transfer to the Library list of two names which really represented libraries, these vacancies have all been filled by names from the waiting list. Thus far no solicitation for members has ever been necessary, and none has ever been made beyond the original circular sent out when the Society was founded.

"So far in each case of the death or resignation of a member, we have secured the return of the volumes issued and have refunded the fees paid, thus enabling the member who has filled the vacancy to obtain all the books which have been issued. Of course this will only be possible in the early years of the Society, and later on we shall not be able to supply new members with the earlier publications.

"While the list of members has always been complete, our list of libraries numbers so far but 66. During the year a circular was issued to over 800 libraries in Canada, the United States and Great Britain, but until more works have been produced by the Society, the growth of the library list must necessarily be slow.

"The Council of the Society has desired since its inception to publish the complete works of Champlain, but realized that it was rather a large undertaking. The subject was discussed at meetings of the Council, and it was decided to lay the matter before the National Battlefields Commission, which body had charge of the celebration of the Tercentenary of the landing of Champlain in 1908. This was done, and as a result out of a small surplus available in connection with the funds supplied for the Tercentenary a grant of \$5,000 has been made to the Champlain Society to assist in publishing a complete edition of Champlain. This, however, is to be regarded as the official memorial of the Tercentenary and is to be available for purchase by the ordinary citizens of Canada in addition to the members of the Champlain Society. While nothing has yet been decided by the Council, this will probably mean that we shall issue a numbered edition for the members, and an edition on thinner paper for the general public. At a later time we may report more precisely the form it will take. Technically this may seem like a breach of the system we have established of having all our books limited strictly to our members and to libraries, but we shall try to do what everyone will think fair, and we ought to be conscious of the honor of being entrusted

by the Government with the publication under our own imprint of the book that will remain for all time the memorial of the Tercentenary of the arrival of Champlain at Quebec."

### Secretary's Report.

The secretary's report was read by Professor Wrong, as follows :

"The Council regret to have to report that only one volume has appeared during the past year. In spite of every effort to make haste the editors of various volumes have been unable to complete their work at as early a date as had been hoped. Professor Munro's "Documents relating to Seigniorial Tenure in Canada," the volume published during the year, is a valuable addition to the literature of the subject, and will always be a standard work. Two volumes are now in the press, the second volume of Lescarbot and Colonel Wood's valuable work dealing with the Navy's share in the British conquest of Canada. Half a dozen other volumes are being prepared rapidly, and the council hopes in time to issue two volumes for each year since the Society was founded. They think it desirable that the members of the Society should be furnished with such interesting but now expensive works as the Journals of Knox and Hearne, and these are in course of preparation. The accompanying list will show what books members may expect in the near future. The publication of a translation of the complete works of Champlain accompanied, as it will be, by the original text is a great undertaking. It will serve as a fitting memorial of the recent Tercentenary celebration.

### Works in Preparation.

Lescarbot: History of New France. Edited by W. L. Grant and H. P. Biggar. Vol. II. (To be completed in three volumes). (In the press.)

The Logs of the Conquest of Canada. Edited by Colonel William Wood, author of the Fight for Canada. (In the Press). The long historical introduction to this volume constitutes a history of the naval side of the British conquest of Canada, based on materials hitherto unpublished. The principal logs of the ships concerned are printed in full.

The Works of Samuel de Champlain. An English translation with the French text. Edited by H. P. Biggar, author of The Early Trading Companies of New France. (In preparation). This work will probably extend to six volumes. With Mr. Biggar will be associated a number of scholars who have made Champlain's period a special study.

Samuel Hearne: Journey from Prince of Wales Fort in Hudson Bay to the Northern Ocean 1769-1772. A new edition edited by J. B. Tyrrell, whose journey in the far North is described in Mr. J. W. Tyrrell's "Across the Sub-Arctics of Canada." (In preparation). This is a most interesting book. The original, published in 1795, is now difficult to obtain.

Captain John Knox: Historical Journal of the Campaigns in North America 1757-1760. Edited by Arthur G. Doughty, Dominion Archivist. (In preparation). This work, now very scarce, is by far the



fullest account of the events of the time, including especially the two sieges of Quebec in 1759-1760.

**Chrestien Le Clercq** : *Nouvelle Relation de la Gaspesie*. An English translation with the French text. Edited by Prof. W. F. Ganong. (In preparation). An interesting study, hitherto untranslated, of the Gaspe region and of the North American Indians. A number of important and interesting unpublished documents connected with the work will be given, together with a very important contemporary map of Gaspesia made by the author's colleague, Jumeau.

**The Journals of La Verendrye** : An English translation with the French text. Edited by Lawrence J. Burpee, author of "The Search for the Western Sea." (In preparation.) These journals make up an interesting narrative of the discovery of the Rocky Mountains.

**Louisbourg** : From its Foundation to its Fall, 1713-1760. Edited by J. S. McLennan. (In preparation). This work which will contain much about the famous fortress and its sieges is now nearing completion.

**The Rebellion of 1837** : Hitherto unpublished material, edited with an historical introduction by J. Edmond Roy, Assistant Archivist, Ottawa. This work will undoubtedly throw much new light on an important epoch in Canadian History.

"Professor Shortt still promises the volume of Cartwright Papers announced three years ago, but the date of completion is uncertain.

"The Society can say, with some satisfaction, that its publications have already become essential to the historians writing of Canada, and that they will steadily become more necessary."

#### To Increase Membership.

Some discussion then followed regarding the advisability, in view of the slow growth of the Library subscriptions which at present is causing the finances of the Society to work rather narrowly, of increasing the number of members, say to the extent of 100, thus lessening the books set aside for libraries.

It was then moved by Mr. Barlow Cumberland, seconded by Mr. D. A. Cameron and carried : That authority be given to the Council to increase the number of members and decrease the number of library subscriptions if this be found desirable.

On proceeding to the election of officers, the action of the council in appointing Mr. H. H. Dangton, librarian of the University of Toronto, to the Treasurership of the Society (the power to appoint having been left in their hands at the last Annual Meeting) was approved.

The appointment of Dr. A. H. U. Colquhoun, Deputy Minister of Education for Ontario, as a councillor in room of Mr. Langton was also approved.

It was moved by Dr. Walker, seconded by Mr. Alexander Fraser and carried : That the Hon. D. C. Fraser, Lieut.-Governor of Nova Scotia, and the Rev. R. A. Falconer, President of the University of Toronto, be appointed vice-presidents of the Champlain Society in room of the Hon. L. J. Tweedie and Sir. William Mortimer Clark.

The remaining officers of the Society were unanimously re-elected, the list standing as follows :

President : Dr. B. E. Walker.

Vice-Presidents : Sir Louis Jette, Sir D. H. McMil-

lan, Hon. Richard McBride, Hon. D. C. Fraser and Dr. R. A. Falconer.

Secretaries : Prof. Charles W. Colby, Prof. George M. Wrong.

Councillors : Dr. A. G. Doughty, Mr. Adam Shortt, Mr. James H. Coyne, His Honor, Judge Sicotte, Dr. A. H. U. Colquhoun.

#### MISCELLANEOUS BOOKS.

The Toronto Graduate Nurse's Club publish "The Canadian Cook Book," compiled by Miss Lucy Bowerman. The book contains 350 pages and is bound in oil-cloth.

The volume just issued by William Briggs, entitled "The Empire Birthday Book," by Miss Mabel Clint, is very tastefully gotten up, the cover-design being by Harold Harris, the central feature of which is a displayed Union Jack. This book promises to be one of the popular presentation books for the fall, and will also be a very pretty souvenir book for summer.

The Railway Lands Branch of the Department of the Interior, Ottawa, have issued in book form a revised and illustrated edition of the reports of the two select committees of the Senate, which sat during the sessions of 1887 and 1888, to investigate the resources of northern Canada. The book is entitled "The Great Mackenzie Basin" and is supplied at 60 cents a copy.

A most valuable bibliographical work is being done by Professor Wrong and Librarian Langton of the University of Toronto in their "Annual Review of Historical Publications relating to Canada." This work has now reached its thirteenth volume. Its contents are devoted to recording and reviewing all books and pamphlets bearing in any way on the history of Canada. The editors appear to have covered their field very thoroughly, thus rendering the work trustworthy and reliable. The publishers are Morang & Co., Toronto.

#### AN EARLY CANADIAN POEM.

Toronto, April 29, 1909.

Editor Canadian Bookman :—

Eight years ago I read a paper before the Ontario Librarians' Association on Canadian poets in which reference was made to some of the rarer poems written in Canada. The first item was as follows : "The Reduction of Louisburg. A poem. Wrote on board His Majesty's ship Orford in Louisburg. By Valentine Neville, Esq." It was published in London in 1759 after the return of the fleet and sold at one shilling. This information was gathered from a short review that appeared in a contemporary British magazine. That was all the information then available. Interest in this rarest of poems on Canada is revived by a recently issued catalogue of The Museum Book Store, High Holborn, London, England, in which is advertised for sale the original manuscript of the poem in eight pages quarto, wherein the poem is ascribed to Valentine Nevill, of Greenwich, in Kent, secretary to the Honorable Admiral Townshend. It is further therein stated to be inscribed to the Honorable Edward Boscawen. The price advertised is ten pounds. Yours very truly,

Toronto, April 29, 1909.

C. C. JAMES.



## Brief Reviews of Some Recent Publications

### Fiction Predominates Among Current Books—A Few Good Novels —Several Miscellaneous Books.

There is plenty of variety to be found among the books of the past few weeks. Fiction is predominant, of course, and among the novels published are several that merit attention. Arthur Stringer's "Gun-Runner" is probably the most interesting of all to Canadians.

#### Fiction.

CURTIES, CAPTAIN HENRY. *A Bride on Trust*. Boston: Dana Estes & Co. London: Alston Rivers, Ltd. Cloth, \$1.50.

The theme of this story is the undaunted love of a Lieutenant in His Majesty's Imperial Guards for a beautiful woman whose acquaintance he makes under peculiar circumstances. Daring death and other dangers this brave youth claims her as his wife—truly a bride on trust, for he takes her knowing nothing of her past, fearing nothing for the future. Such perfect love was rewarded, but the denouement is quite as unexpected as it is exciting.

THOMAS, ROWLAND. *The Little Gods*. A masque of the Far East. Illustrated by Charles Sarka. Toronto: The Musson Book Company Limited. Cloth, \$1.25.

The author of this stirring book of life in the Philippines won the five thousand dollar prize from thirty thousand competitors awarded by Collier's to his remarkable story of "Fagan," which forms the first chapter in "The little gods." The other sketches are vivid portrayals of the lives of real men and women as they are found in the Philippines. There is only a slight connection between the sketches, an old Asiatic priest being supposed to inspire the telling of the stories.

OSGOOD, IRENE. *Servitude*. Boston: Dana Estes & Co. Cloth, \$1.50.

A historical romance dealing with the depredations of the Barbary pirates during the unsettled period of the Napoleonic wars. The writer gives a graphic description of the horrors of slavery as practised in the city of Algiers as well as the social conditions prevailing among the followers of Mahomet. The story involves the fortunes of William Brown, an English naval officer on secret service. He is captured by the Corsairs, sold into slavery and subjected to the most cruel treatment. He aids in the rescue of a young American girl with whom he is in love, effects his own escape and renders signal service in the bombardment of Algiers by Lord Exmouth.

VON HUTTEN, BARONESS. *Kingsmead*. By the author of "Pam," "What Became of Pam," "The Halo," etc. Toronto: The Musson Book Co. Cloth, \$1.25.

Kingsmead is the fine old English country seat that Lord Kingsmead, finding himself deeply in debt on coming of age, sold to a Mr. Lansing, who had made a fortune through a special kind of bathtub. Lord Kingsmead (our old friend "Tommy" of "The halo") and young Lansing had been intimate from college days, and one of Tommy's greatest pleasures when in England was to visit at his old home. There are interesting people gathered there for Christmas, which include Tommy's sister, Briget, now Lady Pontefract, our old friend Pam and little Pammy. The plot has chiefly to do with two love affairs, and Lord Kingsmead's efforts to help all

parties. Kingsmead is pictured as a very charming fellow, delicate, sensitive and rather eccentric.

GALSWORTHY, JOHN. *Fraternity*. Toronto: Copp Clark Co. Cloth, \$1.25.

The author of this book has succeeded in showing that aesthetic culture alone is but a poor remedy for social evils. In the Dallisons of both families he has given specimens of the finished product of that fin-de-siècle cult of art and intellect which was expected to do so much for society. They but afford illustrations of the disintegrating processes of a cult which has the ego for its god, liberty for its fetic and the social organism for its nemesis. The book is clever and serious and well worth reading. Many words of wisdom proceed from the mystical old author of *The Brotherhood of Man*.

SNAITH, J. C. *Araminta*. Toronto: William Briggs. Cloth, \$1.25.

Mr. Snaith is nothing if not daring and original. In *Araminta* he has chosen a most unique heroine and he has done her full justice both in description and in the situations he has created for her. A young Amazon endowed with beauty and a singularly sweet simplicity of character, one follows her career with interest after she is launched upon the gaieties of London social life. Her ludicrous drawl and her frequent reiteration that she is nicknamed "Goose Girl, because I am rather a sil-lay, you know," produce a sensation among the jaded old worldly men and women among whom she is thrown. But the Goose Girl is not only refreshing, she is genuine and maintains her loyalty to her home and to her first love throughout the book and all ends happily.

WEBSTER, HENRY KITCHELL. *A King in Khaki*. By the author of "The Whispering Man," joint author of "Calumet K." Illustrated. Toronto: The Copp Clark Co., Limited, 1909. Cloth, \$1.25.

The scene of this entertaining romance is laid in a tropical island near Jamaica where an American development company is producing tropical products under the management of the hero, an ex-newspaperman. The capitalists in New York, who control the company, try to influence him to submit unfavorable reports in order to squeeze out the smaller shareholders. He refuses and actually attempts to kidnap one of the capitalists, in order to put him out of the way, while he goes to the annual meeting of the company. The fight between the two men forms the chief interest of the story, while indirectly the capitalist's daughter plays no unimportant part.

VANCE, LOUIS JOSEPH. *The Bronze Bell*. By the author of "The Brass Bag," "The Black Bag," etc. With illustrations by Harrison Fisher. Toronto: William Briggs 1909. Cloth, \$1.25.

The hero is a young American who has lived for some years in India and written books about it. The reader is first introduced to him on his way to a friend's place on Long Island for a few days' duck shooting; his telegram has been detained and his friend fails to meet him at the station; he starts to walk to his final destination and has an adventure with a beautiful girl on a



black horse and a fat and dirty Hindu, who presents him with "the token," a bronze bell in a box. The scene changes to India, where the hero goes in pursuit of the heroine, and with the hope of unravelling "the mystery" and gets into international complications.

## Miscellaneous.

**THE CHILDREN ACT EXPLAINED.** By Rev. Henry Carter. Pamphlet. London: Robert Culley.

**ROBERT BLATCHFORD'S NEW RELIGION.** By Rev. J. E. Rattenbury. London: Robert Culley. Pamphlet containing sermon preached at the Lyceum Theatre on January 31, 1909.

**A GENTLEMAN FROM MISSISSIPPI.** Founded upon the popular play of the same name by Harrison Rhodes and Thomas A. Wise. New York: J. S. Ogilvie Publishing Co. Cloth, 60cts.

**BUSINESS! PRACTICAL HINTS FOR MASTER AND MAN.** By T. Sharper Knowlson. London: F. Warne & Co. A small volume of kindly advice and counsel on various phases of business life, condensed into brief, pithy chapters.

**SOCIAL IDEALS.** Papers on social subjects by Will Crooks, M.P., P. W. Wilson, M.P., George Lansbury, J. Ramsay Macdonald, M.P., S. E. Keble, J. H. Clapham and J. A. Faulkner. London: Robert Culley. Paper, 6d. net.

**THE STANDARD—EVERY MAN'S MEMO BOOK.** Chicago: Laird & Lee. Genuine morocco, gilt edges, 50 cts.; seal grain leather, red edges, 25 cts.

A convenient little volume, not only valuable as a register of daily events, but especially useful for the ready information it contains on points constantly arising in business and social affairs.

**MEMORIES OF DR. HORATIUS BONAR.** By Relatives and Public Men. Edinburgh and London: Oliphant, Anderson & Ferrier. Cloth, 2s. 6d. net.

A memorial volume presenting various aspects of the life and work of a great christian, whose hymns are familiar to countless people throughout the world. His centenary is being celebrated this year.

**GLIMPSES OF THE ALASKA-YUKON-PACIFIC EXPOSITION** and the Great Northwest. Chicago: Laird & Lee. Cloth, 75c. Paper, 25c.

A handsomely bound collection of realistic photographic views, illustrating the wild natural beauty and marvelous progress of Western America, and graphically depicting the most interesting features of the International Exposition to be held at Seattle from June 1 to Oct. 16, 1909. Accompanying each view is an instructive and entertaining explanation of the scene shown.

**GEORGE BORROW: The Man and his Work.** By R. A. J. Walling. Cassell & Co., Limited, London and Toronto. \$1.50 net.

The unique personality of the author of "Lavengro" and "The Bible in Spain," renders him a striking figure among English men of letters of the past century. At the present day there seems to be a growing interest in him, which such a book as this is calculated to gratify. The author narrates Borrow's life with sympathy and with clearness, drawing a splendid picture of the man himself and of the experiences through which he passed.

**THE SEVEN WHO WERE HANGED.** By Leonid Andreyev, translated from the Russian by Herman Bernstein. New York: J. S. Ogilvie Publishing Co. Cloth, \$1.00.

This book is, in the form of fiction, the same protest against the Reign of Terror in Russia, that inspired Count Tolstoy to raise his voice against wholesale executions, in his famous appeal, "I Cannot Be Silent." It is the first story of any length by Andreyev, translated into English, and created a literary and political sensation upon its publication in Russia last year.

**OUR PLYMOUTH FOREFATHERS.** By Charles Stedman Hanks. Boston: Dana Estes & Co. Cloth, \$1.50.

Beginning with the departure of the Pilgrim Fathers from England and their settlement in Holland, the author traces the religious movements of the times that led to the expedition to America. The story of the Plymouth Colony and its relation to those stirring events in our country's earliest history is given with the impressive detail that is devoid of pedantry, while the style is simple, forceful and convincing. The work is extra illustrated with numerous beautiful double tone plates and has a complete index.

**WHEN RAILROADS WERE NEW.** By Charles Frederick Carter. New York: Henry Holt & Co. Cloth \$2.00.

In his preface the author points out how very little is actually known about the beginnings of railroads in America. Public attention seems nowadays to be directed more towards present-day railroad problems than towards the struggles and difficulties of pioneer builders and operators. Yet in these experiences of sixty years and more ago Mr. Carter has discovered a veritable romance, which he has not hesitated to work up into the entertaining form of the present book. To those interested in railroads the stories he tells will be found to be fascinating and many of the experiences narrated will prove to be as good as anything in a novel.

---

## ONTARIO HISTORICAL SOCIETY.

A meeting of the Council of the Ontario Historical Society was held at the Education Department, Toronto, on Thursday, May 6. Among those present were Barlow Cumberland, president of the Society, J. H. Coyne, C. C. James, Miss Agnes Fitzgibbon, Mrs. E. J. Thompson, David Williams, Clarkson W. James and W. A. McLean.

The principal business before the meeting was the appointment of a secretary, who would take hold vigorously of the work of the Association and place it once more on a satisfactory basis. The choice of the meeting fell on Clarkson W. James, who as secretary of the Department of Education was well qualified for the post.

Plans for the annual meeting were left in the hands of the president, secretary and C. C. James. The meeting will probably be held between the middle of September and the middle of October, though the place of meeting has not yet been decided upon.

---

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20774. Five Thousands Facts About Canada. 1909 Edition. Compiled by Frank Yeigh. (Book.) Frank Yeigh, Toronto, 5th April.

20776. Catalogue of the Morris Collection of Indian Portraits at the Gallery of the Canadian Art Club, 1909. (Book.) Edmund Morris, Toronto, 5th April.

20778. The Fugitives. A Sheaf of Verses. By H. L. Spencer. (Book.) Hiram Ladd Spencer, Whitehead, New Brunswick, 7th April.

20787. Britannia. By Grant Balfour. (Poem.) James Miller Grant, Toronto, 7th April.

20794. Atlas Practice and Exercise Book. W. J. Gage & Company, Limited, Toronto, 10th April.

20800. Glad Tidings. (Washing Powder.) (Poem.) Robert S. Walker, Vancouver, British Columbia, 13th April.

20811. The Canadian Industrial Blue Book, the Manufacturers' List Buyers' Guide of Canada, 1909. The Manufacturers' List Company, Montreal, 16th April.

20816. Syllabus of Lectures on the Outlines of German Literature. By L. E. Horning. (Book.) L. E. Horning, Toronto, 17th April.

20830. Heroines of Canadian History. By W. S. Herrington. (Book.) W. S. Herrington, Napanee, 21st April.

20831. The Universal Spelling Book. For Canadian Schools. The Educational Book Company of Toronto, Limited, Toronto, 22nd April.

20835. Tercentennial Quebec. (Literary work.) (Temporary Copyright.) Lt.-Colonel William Wood, Quebec, Que., 23rd April.

20837. Gall's Guide and Directory of the Silver North, (Cobalt and Gowganda) with Maps. (Book.) William Gall, Cobalt, Ont., 24th April.

20838. O Canada. (Poeme.) Eugene Payment, Quebec, Que., 21 avril.

20839. Dominion Coal Company, Mining and Transportation. By F. W. Gray. (Book.) The Mines Publishing Company, Limited, Toronto, 24th April.

20840. Diagramme de la Cite de Montreal divisant la dite cite en Istricts pour Indiquer le Taux ou Prix pour la Livraison de Messages Express (Rush) dans la cite. (Tariff for Rush Deliveries.) (Carte.) Napoleon LaFortune, Montreal, 26 avril.

20842. Canadian Civics. By R. S. Jenkins, M.A. Manitoba Edition. (Book.) The Copp, Clark Company, Limited, Toronto, 26th April.

20843. How Canada is Governed. By J. G. Bourinot, K.C.M.G., LL.D. Sixth Edition. Revised by Arnold W. Duclos, B.A., B.C.L. (Book.) The Copp, Clark Company, Limited, Toronto, 26th April.

20847. Table of Capacities, Standard Rams under Various Falls and Variations, per 24 hours. (Book.) Arthur Charles Morris, Toronto, 26th April.

20848. An Act Respecting Pounds. By James M. Glenn, K.C., LL.B. (Book.) The Municipal World, Limited, St. Thomas, 27th April.

20855. Songs of Sentiment. By Henrietta Gardner Cattapani. (Book.) Henriette Gardner Cattapani, Preston, Ont., 30th April.

20865. Cobalt Silver Mines. Second Edition. Illustrated. (Book.) A. E. Osler & Company, Toronto, 4th May.

20866. Public School Poetry Book, Part II. Edited with Notes by J. F. White, B.A., LL.D. and W. J. Sykes, B.A. (Book.) Moran Educational Company, Limited, Toronto, 4th May.

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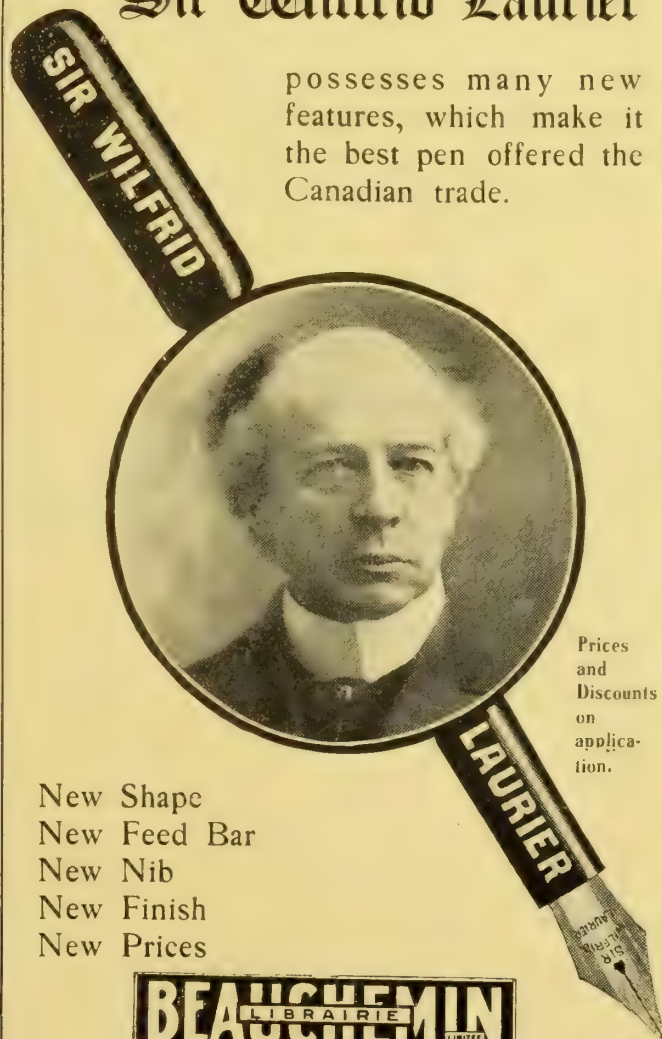
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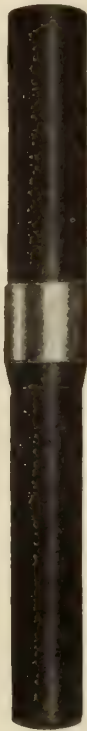


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UNDER YOUR OWN IMPRINT



Autopen



Gold or Silver Filigree

There is nothing that a man can be fooled on easier than a fountain pen. It is easy to manufacture a *handsome looking* fountain pen, but it's the *wear* that tells the true story. Sanford & Bennett's fountain pens are always reliable. They are made to wear for years. They are all solid 14k gold and iridium pointed. As nothing but the highest grade material is used in their make-up they're bound to last—they simply can't help it—even under extra heavy usage. But besides their extreme durability S. & B. fountain pens have good looks. You won't find a handsomer or more attractive or more convenient pen made. They have got to be. The business which we do with the largest jewelry and stationery houses on the continent demand these qualities. We do the largest imprint fountain pen business in America.



## SANFORD & BENNETT CO.

Manufacturers of Fountain, Stylographic and Gold Pens for foreign and domestic trade  
Patentees of the "Autopen" (Self Filler), the "Gravity Stylo Pen" and the "Commercial Fountain Pen."  
JEWELERS' COURT, 51-53 MAIDEN LANE, - - NEW YORK



# DAIL'S SECTIONAL CABINETS

FOR

## Post Cards Magazines Tablets



Patent Pending.

### DAIL'S POST CARD CABINETS

|                   |   |         |
|-------------------|---|---------|
| No. 8—176 Pockets | - | \$ 6.50 |
| No. 101—204 "     | - | 7.50    |
| No. 102—256 "     | - | 10.00   |
| No. 100—300 "     | - | 12.00   |
| 5 Other Sizes     |   |         |

The most practical fixtures ever devised for the retailer. They economize space and make a great big attractive display that will double your sales. Thirty-five different sizes and styles for magazines, post cards, tablets, dime novels, newspapers, music, etc. Dail's Cabinets are built with Continuous Steel Pockets, no joints or solder. No other construction will stand the weight or strain.

Write for Catalogue. It will interest you and furnish valuable suggestions.

**THE GIER & DAIL**  
MANUFACTURING COMPANY  
220 Grand St., Lansing, Mich.



Patent Pending.

No. 20

### MAGAZINE CABINET

300 Magazines on 28 inch space.  
Price \$15.00.

No. 24—Holds 150 Magazines.  
Price \$7.50



# Raphael Tuck & Sons HOLIDAY LINE FOR 1909

## Calendars

To attempt to describe in so limited a space our  
**Wonderful Collection of Calendars**  
is only to succeed in giving it scant justice. From  
beginning to end the line is brimful of Striking  
Novelties, resplendent in richness, and altogether  
unique in its comprehensive attractiveness.

## Christmas and New Year Cards

Upwards of two thousand new designs each, alike artistic and  
effective, and sure to shed additional luster on the long famous  
"TUCK CARDS:" the most prominent features being the

"Christmas Autograph Stationery,"

"Ye Merrie Christmas Bell" Series,  
The "Stained Window Glass" Series,

The "Pastel Parchment,"

"Hand-colored Photogravure,"

The "Art Canvas" Series,

The "Famous Luminous Celluloid Cards," etc., etc.

## Christmas and New Year Post Cards

A line consisting of over one thousand new subjects, replete with  
Novelties of the highest artistic merits, issued at the most moderate  
prices. The resplendent "Glistening Dew" Post Cards, the  
demand for which so far exceeded our most sanguine expectations,  
last season, are represented by a collection of infinite variety, and  
are destined to achieve a much greater popularity this year.

Our travelers are now pursuing their regular jour-  
neys, and will call upon the trade in due time.

*Full and comprehensive catalogues will be sent  
on application.*

# Raphael Tuck & Sons Co., Ltd.

9-17 St. Antoine St., Montreal

LONDON

PARIS

BERLIN

NEW YORK





A. W. FABER'S *THE FINEST IN EXISTENCE*  
16 Degrees—6B to 8H  
**"CASTELL"**

PENCILS



Unequaled for  
Purity, Smoothness  
Durability or Grading

A. W. Faber, Newark,  
New Jersey, U.S.A.

A. W. Faber's  
"Castell" Copying Pencil

Manufactory  
Established 1761



FACTORIES  
STEIN, GERMANY  
GEROLDSGRUEN  
NOISY-LE-SEC  
NEWARK, N. J.

**A.W. FABER.**

ESTABLISHED 1761.

**RUBBER WORKS**

ELASTIC BANDS



ERASIVE RUBBER



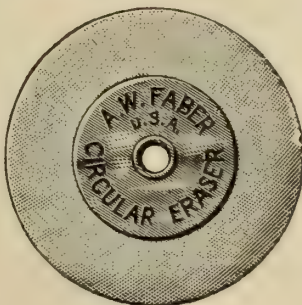
HOUSES  
STEIN, GERMANY  
NEWARK, N. J.  
LONDON  
PARIS  
BERLIN

41 - 47 DICKERSON STREET AND 68 - 88 HECKER STREET

**NEWARK, N. J., U. S. A.**



51



7080



50 X



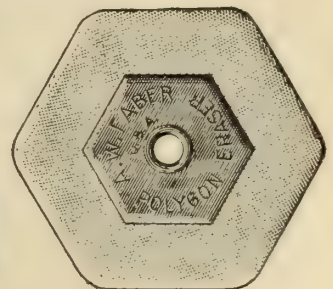
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83



20



7085

# School Bags

## NOW IT'S THE "RUGBY"

Absolutely



Waterproof

The name "Rugby" in its ordinary use at once calls to our mind that sturdy character, Tom Brown, and in its application here the same qualities hold good—RELIABILITY, STRENGTH. : : :

LIGHTER THAN LEATHER and MORE DURABLE  
SOFT and PLIABLE—WILL NOT HARDEN and CRACK LIKE LEATHER  
CAN BE CLEANED WITH SOAP and WATER  
WILL NOT SCRATCH, TEAR or PEEL  
THE OUTSIDE SURFACE PRESENTS A PEBBLE BLACK APPEARANCE; INSIDE LINING IS  
SOFT AS MOLESKIN and DOES NOT RUB OR SOIL THE CONTENTS

### MADE IN SIX SIZES

|                            |   |                   |  |                             |   |                   |
|----------------------------|---|-------------------|--|-----------------------------|---|-------------------|
| No. 21—Size, 9 inches wide | - | per dozen, \$1.75 |  | No. 24—Size, 12 inches wide | - | per dozen, \$4.20 |
| " 22— " 10 " "             | - | " 2.75            |  | " 25— " 13 " "              | - | " 4.50            |
| " 23— " 11 " "             | - | " 3.60            |  | " 26— " 14 " "              | - | " 4.80            |

The Busy Man's

STYLOGRAPHIC PENS

The Varsity



Pen and Pencil  
Combination

A Staunch Friend to a Busy Man

Fluid Ink  
Pencil



A Student's Special

These favorites have created for themselves a steady demand. \$3.60 per dozen

THE COPP, CLARK CO., Limited, TORONTO





## Have You Seen the New Designs?

We've had them ready for some time. The Paper Napkin Season is almost here and we advise dealers to stock up early and be prepared for the summer demand.

Dennison's Paper Specialties have won a world-renown for quality, beauty of design, fast colors and general refinement. But we are not content to rest on our laurels. The new designs in Dennison's Fast Color Napkins, Doilies, Lunch Sets and Decorated Paper will surprise even dealers, that such quality, beauty and utility could be combined in articles of paper.

The illustration shows a few of the new designs in Dennison's Fast Color Napkins—and, be assured, they *are* FAST COLORS—a feature possessed by no other make. These napkins are now automatically counted and separated into dozens by printed slips—a hygienic precaution, a time-saver for the salesman and a money-maker for the dealer. Moreover, full count is guaranteed.

We also show one of the new Lunch Set put-ups, with the new single-piece table cover in damask effect, 63 x 84 inches. The only one of its kind made. These Lunch Sets have proved wonderful sellers wherever shown.

*Our new sample books show samples of Dennison's new Fast Color Napkins—also the new Decorated Papers. Designs for every Holiday or Special occasion. Say the word, and we will gladly forward.*

## Dennison Manufacturing Company

*The Tag Makers.*

*Makers and Maintainers of the Paper Art.*

BOSTON  
26 Franklin St.

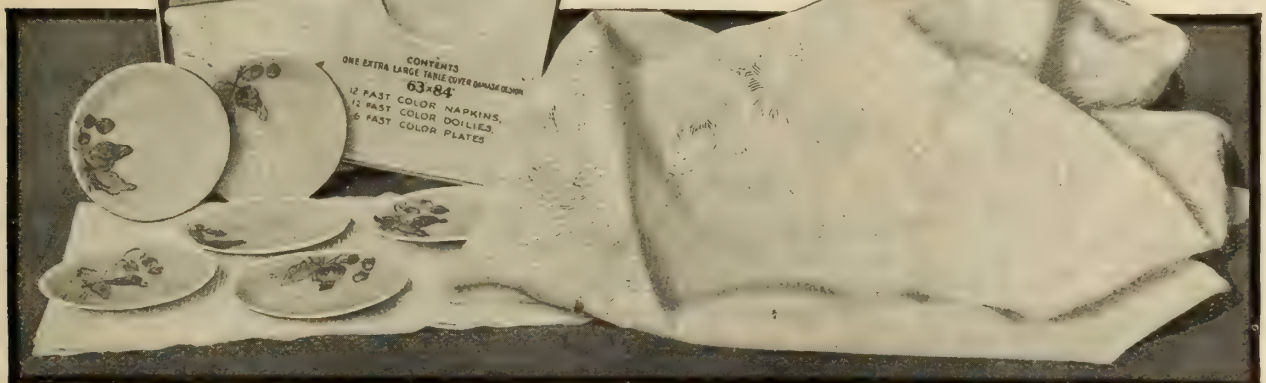
NEW YORK  
15 John St.

PHILADELPHIA  
1007 Chestnut St.

Uptown Store, Twenty-seventh St.,  
Bet. 5th Avenue and Broadway

CHICAGO  
25 Randolph St.  
(A New Dennison Store)

ST. LOUIS  
413 North 4th St.





MADE IN ENGLAND OF  
BEST MATERIALS ONLY  
BY SKILLED LABOR

**ITS  
STRONG  
FEATURE**

**LONG**

FOR THE HAND—COMFORTABLE WRITING

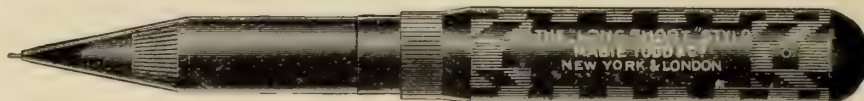
**SHORT**

FOR THE POCKET, PURSE, OR  
LADY'S WRISTBAG

THE LINE FOR A GO-AHEAD STATIONER

**SIZE A \$1.00**

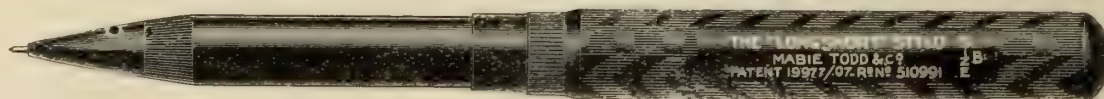
Closed for  
pocket.  
Length,  
2½ ins.



Made in Black, Tan, or Mottled Vulcanite. Open for use. Length, 4½ ins.

**SIZE B \$1.50**

Closed for  
pocket.  
Length,  
3½ ins.



Larger holder with greater ink capacity, closing into small compass for pocket or purse. Open for use. Length, 5½ ins.

**“LONGSHORT” STYLOS**

Are exactly what the public have been waiting for, and no dealer can consider himself up-to-date who does not carry a stock. They have “caught on” and are selling like “hot cakes” in Europe and the East.

**GIVE YOUR CUSTOMERS A CHANCE AT THEM!**

Each “Longshort” is fitted with very smooth, durable point and gold spring needle

**WRITES PERFECTLY—ALWAYS AND INSTANTLY**

Made and Sold by the Makers of “Swan” Fountpens.

**WRITE US  
TO-DAY—NOW!**

**MABIE, TODD & CO.**

Manufacturers of “Swan” Pens and Ink  
Stylos, Gold Pens, Pencils, etc.

MANCHESTER, PARIS, BRUSSELS, NEW YORK,  
CHICAGO and SYDNEY

79-80 High Holborn,  
LONDON, - Eng.

**124 York Street,  
Toronto**



# FOUNTPEN POINTS for CANADIAN STATIONERS

## Cheap Lines Sell

till a cheaper is brought out.—  
What then becomes of your  
stock ?

## Cheap Buyers

are fickle customers. High-class  
buyers are loyal, and only de-  
mand that you give them  
**RELIABLE GOODS.**—Satisfac-  
tion is more to them than price.

## Now, with Fountain Pens

sell a cheap one and it comes  
back, or your customer learns  
that through you he has thrown  
money away. But sell a

# “SWAN”

and he is satisfied—recommends  
it—and buys more for presents.

**TALK FOUNTPENS**

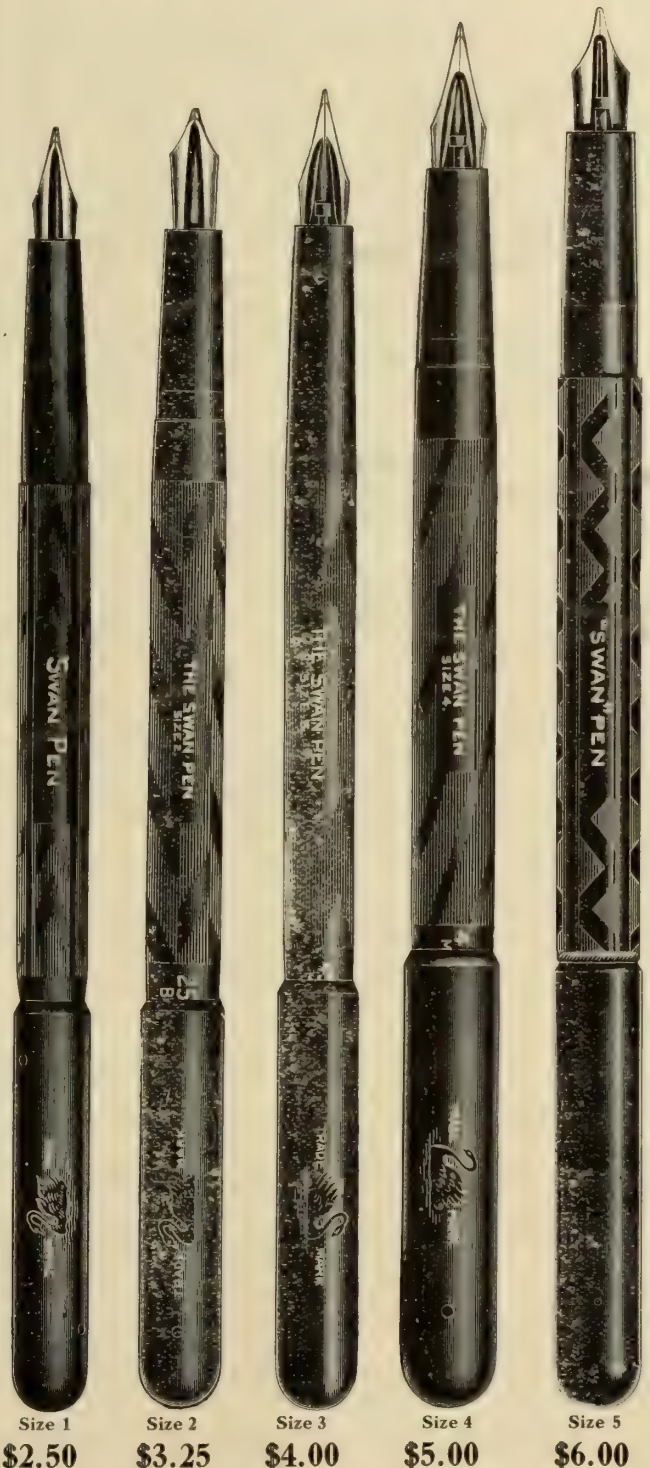
**SELL FOUNTPENS**

**SHOW FOUNTPENS**

**TALK “SWAN”**

—The Double Feed Reliable,  
Simple Fountpen.

WRITE US TO-DAY FOR  
LISTS and TERMS



Size 1  
\$2.50

Size 2  
\$3.25

Size 3  
\$4.00

Size 4  
\$5.00

Size 5  
\$6.00

## Mabie, Todd & Co., 124 York St., Toronto

Manufacturers of “Swan” Pens, Stylos, “Swan” Ink, Gold Pens, Pencils, etc.

79 and 80 High Holborn, - London, Eng.

And at Manchester, Paris, Brussels, New York, Chicago and Sydney

## ART SUPPLIES

Winsor & Newton's Oil Colors  
 " " Water Colors  
 " " Canvas  
 " " Papers  
 " " Brushes  
 " " Boxes

All kinds of goods for artists: Crayons, Oils, Mediums, Easels, Studies, &c

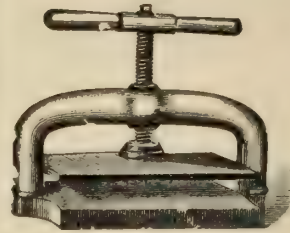
SEND FOR CATALOGUE

**A. Ramsay & Son Co.,**  
 MONTREAL

Agents for WINSOR & NEWTON, London

## Copying Presses In All Sizes

ALSO SCHOOL FURNITURE



The James Smart  
 Mfg Co., Limited

Brockville, Ont.,  
 and  
 Winnipeg, Man.

SEND FOR CATALOGUE

## National BLANK BOOKS



TRADE

MARK

**M**ADE in all sizes, rulings and bindings to meet every requirement of the accountant. They contain paper of extra fine quality—the best products of the Holyoke Mills being used for the purpose.

The National Line also includes a wide variety of Loose Leaf Ledgers, Price Books and Memorandums.

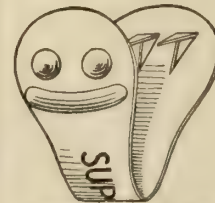
**National Blank Book Co.**

HOLYOKE

MASSACHUSETTS

## "SUPERIOR"

Paper Fasteners



Superior  
 Because

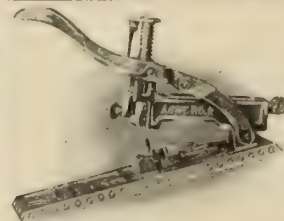
(They have two points  
 which pierce the paper.  
 The papers cannot pivot.  
 They are inexpensive.)

Patented July 14, 1908

Samples and quotations furnished the  
 trade upon request.

For sale by all leading stationers.

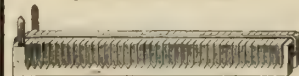
**Superior Manufacturing Co., Sidney, Ohio**



**A Modern  
 Device**

The Acme No. 2 Binder

Staples (No. 18) 5,000 in a box,  
 per 1,000, 30 cents



This is a machine that drives a flat staple that holds. It penetrates the thickest and toughest paper and will not tear the thinnest. Easy and convenient to work and will not get out of order, because it is simply made. The price is moderate and is one of the least inducements that will sell it to the busy office worker.

Ask your jobbing house about it.

**Acme Staple Company, Limited**

112 North Ninth St. : : : : Camden, N.J., U.S.A.

SCRIBBLERS | EXERCISES | NOTE BOOKS | BLANK DRAWING BOOKS | SCHOOL SLATES | LOCK BOXES | CRAYONS

## Buy Your School Supplies Now

and stock up while the selection is good. We have a large and choice assortment of standard school goods in a splendid variety of styles and designs. Our stock of

**Scribblers, Exercise Books, Note Books, Drawing Books, Slates, Crayons, Maps,  
 School Bags, Black Boards, Pencils**

will particularly interest you as they have been carefully selected with the exact requirements of the trade in view. Our lines are reasonably priced and we can promise you early shipments. Your orders, whether large or small, will receive our best consideration.

**CLARK BROS. & CO., Limited**

-

**WINNIPEG, MANITOBA**

MUCILAGE | GLUE | PENCILS | DICTIONARIES | PAINTS | SCHOOL INKS | SCHOOL BAGS

SCHOOL MAPS

BLACK BOARDS

FOOTSCAP

PEN HOLDERS



# Crayograph! Crayograph! Crayograph!



MAKE PROFIT AND  
FRIENDS BY HAVING

## CRAYOGRAPH CRAYONS

FOR NEXT SCHOOL  
OPENING.

Obtainable from Wholesale Houses.

Makers: THE AMERICAN CRAYON CO.

## CONDITIONS

A DISCRIMINATING PUBLIC  
A PROGRESSIVE STATIONER

## RESULT

A DEMAND FOR  
**RELIANCE INKS**

MADE IN WINNIPEG.

RELIANCE INK CO., Ltd., - Winnipeg

# CRAYONS

The "Standard" for quality,  
quantity, variety, economy,  
and satisfaction. Can be had  
only of

The Standard Crayon Mfg. Co.  
Danvers, Mass.

## Higgins' Drawing Board and Library Mucilage



IS everywhere admitted to be  
the most desirable adhesive,  
for the uses intended, ever  
put upon the market. It is a  
semi-fluid, of great strength and  
body, specially prepared for  
mounting paper on the drawing-  
board, for repairing and label-  
ling books, and for wood cloth  
and leather work generally.  
Librarians have found it exactly  
suited to their needs, and it has  
become recognized as THE  
ONLY ADHESIVE FOR LI-  
BRARY WORK THAT GIVES  
PERFECT SATISFACTION.  
For use as an ordinary mucilage  
or paste it may be diluted with  
25 to 50 per cent. of water.

This article should be carried by every progressive dealer.

HIGGINS' AMERICAN DRAWING INKS  
BLACKS AND COLORS  
The Standard Liquid Drawing Inks of the World

CHAS. M. HIGGINS & CO., Manufacturers.  
NEW YORK CHICAGO LONDON  
Main Office and Factory, BROOKLYN, N.Y., U.S.A.

## OUR NEW LINE

of **SCRIBBLERS, EXERCISE & NOTE BOOKS** for **SCHOOL OPENING** is now in the  
hands of our travellers.

### THEY will stand comparison.

both for value and appearance.

**SMITH, DAVIDSON & WRIGHT, Limited**  
WHOLESALE STATIONERS and PAPER DEALERS.  
**Vancouver, B. C.**

## Subscribers' Free Advertising Service

WITH the intention of assisting those of our subscribers who either because of want of time or lack of knowledge cannot attend properly to their advertising, BOOKSELLER and STATIONER is willing to undertake this service for them.

As previously pointed out, many retailers require help in the preparation of their advertising copy if it is to achieve the right results. How to make the retailer's copy increase in "pulling" power is our object.

By a close, thoughtful analysis of those qualities which make for good advertising, and applying the successful methods discovered to their own work our advertising men are enabled to produce copy containing the most effective ideas. Influential and persuasive, it helps to create new trade.

A thorough knowledge of the practical resources of the printing offices enables us to obtain results not possible to one who does not understand typography.

For those services there is no charge. The only condition is that you must be a paid-up subscriber. Write us giving a complete description of your requirements.

*William G. Colgate:*

*Manager Copy Department.*

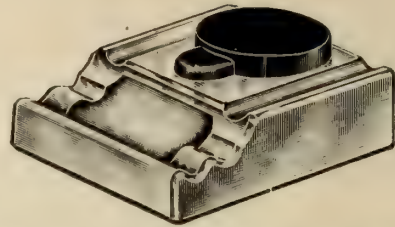
BOOKSELLER AND STATIONER  
10 Front St. East TORONTO, CANADA

## VICTOR INKSTANDS

"Just enough ink to ink the pen"

Small  
Cut  
Shows  
Our  
No. 25

Retail  
Price  
75c.



Large  
Cut  
Shows  
Our  
No. 35

Retail  
Price  
\$1.25

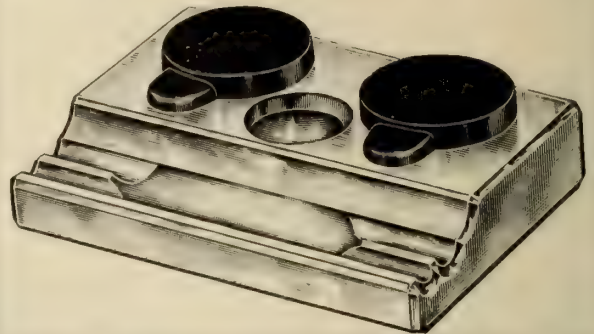
Victor Inkstands keep ink clean and liquid, having an extra large capacity with only a very small exposure to the air. Easy to clean and fill—cannot upset; covers move so easily that they can be opened and closed with the pen point.

LIBERAL TRADE DISCOUNT  
Sold by all Canadian Wholesalers

C. H. Numan Dept.—

354 BROADWAY

NEW YORK, U.S.A.



## Every Man with a Fountain Pen

NEEDS THE

**Klymax Klip**  
REG. U.S. PAT. OFF.



The Show Card sells it  
at sight

The only clip that gives  
entire satisfaction

One dozen  
on a card.

German Silver,  
10 cents

Rolled Gold,  
25 cents



Discount to the Trade on  
application.

**Consolidated Safety Pin Co.**

183 Farrand St.,

Bloomfield, N.J.



# Stationery Salesman

who calls on JOBBING TRADE  
in CANADA, wanted to carry a  
high class Manufacturer's Line of  
United States made

## Post Cards

Line consists of Bright, New and  
Snappy Numbers. Also Display  
Stands.

Address Box 211

BOOKSELLER AND STATIONER  
TORONTO

P.S.—Advertiser will be in Toronto for  
a few days shortly.

# Everybody Buys VALENTINE'S

SERIES

OF

## Canadian View POST CARDS

### WHY?

Because they are the post cards  
of perfection and the line  
is the largest and  
most varied.

Send for Sample Order

100 Assorted, Price \$1.00

THE

**Valentine & Sons**  
Publishing Company

Limited

77 Bay Street  
TORONTO

1 Coristine Building  
MONTREAL

## "Sports" Playing Cards

The Best  
Value  
in the  
Market

One  
of  
Many  
Varieties



LACROSSE DESIGN

Leaders in  
a second  
grade  
Good  
Luck  
and  
St.  
Lawrence

Special card for whist players Colonial Whist  
We are headquarters for Playing Cards—Made  
in Canada—Style and finish equal  
to Imported Cards.

Advertising Cards of all sorts, Novel designs  
Coated Litho. and Book Papers

FOR SAMPLES AND PRICES APPLY

**CONSOLIDATED LITHOGRAPHING AND MANU-  
FACTURING CO., LIMITED**

Successors to The Union Card and Paper Company, Montreal.



# Paris Tri-Colored Ribbon Crepe Paper



The Newest and Best Article for Window and Carnival Decorations.

Also Paris Holly and Paris Plain Ribbon Crepes

All three inches wide, one hundred feet to the roll, three rolls to the box.

Christmas Holly Wrapping and Box-Covering Papers

All Big Sellers. Put them in your next list.

**The Tuttle Press Co.**

Manufacturers

Appleton, Wis.

## Standard Commercial Works

### Matte's Interest Tables

At 4, 5, 6, 7, 8, 9 and 10 per cent. per annum by NAPOL-  
ON MATTE, 5th Edition. Price, \$3.00.

### Matte's Three Per Cent. Interest Tables

By the same author. On fine heavy paper and strongly  
bound. Price, \$3.00.

### Hughes' Interest Tables and Book of Days Combined

At 3, 3½, 4, 5, 5½, 6, 7 and 8 per cent. per annum. By  
CHARLES M. C. HUGHES. Price, \$5.00.

### Hughes' Supplementary Interest Tables

Comprising a Special Interest Table for daily balances,  
showing interest for one thousand days on any amount,  
rates from ¼ per cent. to ¾ per cent., inclusive. Also a  
table showing interest for one thousand days at 5 per  
cent., by means of which (in connection with Comparative  
Tables), interest for one thousand days can be ob-  
tained at any rate from ¼ per cent. to 10 per cent.,  
inclusive, and COMPARATIVE INTEREST TABLES  
for obtaining interest on any rate from ¼ per cent. to 10  
per cent., inclusive, on the basis of 365 days to the year  
in ¼ per cent. rates. By CHARLES M. C. HUGHES.  
Price, \$2.00.

### Hughes' Interest Tables

At 6 and 7 per cent., per annum (on the basis of 365 days  
to the year), for one, two, three and four months and  
days of grace; for use in Discounting and Renewing  
Promissory Notes. By CHARLES M. C. HUGHES (on  
folded card, 14½x9½), strongly bound. Price, \$1.00.

### Hughes' Savings Bank Interest Tables

At 2½, 3 or 3½ per cent. (each on separate card), on the  
basis of one month, being 1-12 part of a year. By  
CHARLES M. C. HUGHES. Price, \$1.00.

### Buchan's Sterling Exchange Tables

Converting sterling into Canadian currency, and vice  
versa, advancing by 8ths and 16ths, with other useful  
tables. By EWING BUCHAN. Second edition. Price,  
\$4.00.

### Buchan's Sterling Equivalents and Exchange Tables

Showing the relative value, according to the rate of dis-  
count in London, in Canadian and New York systems of  
quotations, of bills of exchange drawn at any rate, of  
having any number of days to run, etc., etc. By EWING  
BUCHAN. Price, \$4.00.

### Buchan's Par of Exchange (Canadian)

Giving sterling into dollars and cents and vice versa,  
from £1 upwards, also sterling equivalents, Canada into  
New York and vice versa. By EWING BUCHAN. Price  
in sheets, each, 20c.; mounted (on boards), each, 35c.

### Import Costs

Showing "laid-down costs" from one-eighth of a penny  
to one thousand pounds, with advance on sterling costs  
from five per cent. to fifty per cent. calculated at the  
Canadian par of Exchange, advancing by two-and-a-half  
per cent. rates. A separate table for each rate. By H.  
S. MARTIN. Price, \$1.50. Full bound leather—limp  
New.

### The Importers' Guide

A hand-book of advances of sterling costs in decimal  
currency from one penny to 1,000 pounds, with a  
FLANNEL TABLE, from 20 to 100 shillings per piece of  
46 yards. By R. CAMPBELL and J. W. LITTLE.  
Leather, 75c.

### The Canadian Customs Tariff

Revised to date, containing lists of warehousing ports in  
the Dominion, the Franco-Canadian treaty, extracts of  
Canadian Customs Act, Sterling Exchange, Francs,  
German Rixmark, at Canadian Customs values, also a  
table of the value of francs in English money, Harbor  
Dues, etc., etc. F. Cap. 8vo, cloth. Price, 50c.

### MORTON, PHILLIPS & CO.,

PUBLISHERS

115 and 117 Notre Dame St., West, MONTREAL

The BROWN BROS., Ltd., Toronto, carry a full  
line of our publications.

## HOTEL DIRECTORY.

### WINDSOR HOTEL

HAMILTON, BERMUDA

This house is pleasantly and conveniently  
located on the east side of Queen Street. The  
rooms are bright and cheerful. Every attention  
paid to guests. Billiards and Pool. Hot and  
cold water baths. A. McNicol, Prop.

### TOWER HOTEL

GEORGETOWN, DEMERARA

BRITISH GUIANA

This first-class hotel is most conveniently  
situated in the coolest and healthiest part of the  
city. Five minutes from railway station and  
steamer stallings, and near to all principal pub-  
lic buildings. Cool and lofty bedrooms. Spacious  
dining and ladies' rooms. Billiard room. Elec-  
tric light throughout.

### VICTORIA LODGE

HAMILTON, BERMUDA

Mrs. J. F. SMITH, - - Proprietress

Opposite Victoria Park and Cedar Ave.

Private Board \$12 to \$14 per week.

Open November

Closes in May

### WINTER RESORT

### QUEEN'S PARK HOTEL

Port-of-Spain, Trinidad, B.W.I.

JOHN McEWEN, - - - Manager

For rates, etc., apply

TRINIDAD SHIPPING & TRADING CO.

29 Broadway, New York.

### THE GRAND UNION

The most popular hotel in

OTTAWA, ONT.

JAMES K. PAISLEY, - - Proprietor

### HALIFAX HOTEL

HALIFAX, N.S.

## COLLECTIONS, ETC.

### THE

### MERCHANTS MERCANTILE CO.

260 St. James St., Montreal

MERCANTILE REPORTS AND COLLECTIONS

Our method of furnishing commercial reports to  
our subscribers gives prompt and reliable in-  
formation to date. Every modern facility for the  
collection of claims. Tel. Main 1885

## PAYSON'S INDELIBLE INK



Trade supplied by all Leading Wholesale  
Drug Houses in the Dominion.

Received Highest Award Medal and Dip'oma  
at Centennial, Philadelphia, 1876; World's Fair,  
Chicago, 1893, and Province of Quebec Expon-  
sition, Montreal, 1897.

## ACCOUNTANTS AND AUDITORS.

### JENKINS & HARDY

Assignees, Chartered Accountants, Estate and  
Fire Insurance Agents.  
15½ Toronto St. 465 Temple Bldg.  
Toronto Montreal

## The Topaz Pencil

As good as any at any price.  
Better than any at the same price.

HB, H, with rubber tips,  
HB, H, 2H, 3H, 4H, B, 2B  
without rubbers.

INDELIBLE COPYING  
Medium and Hard.

Write for Samples to

Warwick Bros. & Rutter, Limited  
Wholesale Stationers, TORONTO.

## Our Special Fall Number

SEPTEMBER 1st, 1909



MANUFACTURERS AND AGENTS OF  
**ALASKA YUKON PACIFIC EXPOSITION**

**B**ADGES  
ANGLES  
UTTONS  
ROOCHES  
OOKLETS

FOBS  
PINS  
POSTCARDS  
FOLDERS

AND OTHER EXPOSITION NOVELTIES.

*Goods shipped promptly. Send 50 cents for samples which retail for \$1.00 to \$1.50*

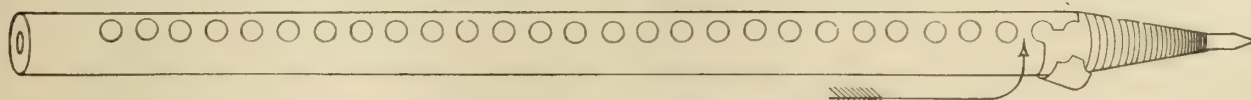
**HONIG STATIONERY CO.**

516 Pacific Block, SEATTLE, Wash., U.S.A.

133 Hastings Street East, VANCOUVER, B.C.

# Blaisdell Paper Pencils

Crayons in 9  
Leading Colors



CUT BETWEEN HOLES AND UNWIND.

To sharpen, cut one thickness of paper *between* the holes, as indicated, and unwind.

None of the lead is cut away and the consumer is thus enabled to use the entire crayon. Will last three times as long as the same lead put up in wood.

For Sale by the Leading Wholesale Trade in Canada

## BUILDING UP A BUSINESS

There is no greater factor than advertising in building it up but advertising alone will not do it. The right medium must be selected and the announcements made in a catchy, bright, effective manner. By advertising in

## BUSY MAN'S MAGAZINE

you have selected the right medium. It circulates largely in every province among intelligent, prosperous and progressive readers. All the firms who used Busy Man's last year have increased their space this year. Many new ones have come in. Continued and more generous patronage is the best evidence of appreciation. Results tell. All we ask is a fair trial. For rates and full particulars apply to nearest office.

**Busy Man's Magazine**  
Montreal      Toronto      Winnipeg

## 5,000 Facts About Canada



FRANK YEIGH  
Compiler of 5,000 facts about Canada

THE  
1909

edition is selling well all over Canada.

It has a splendid cover page for the counter.

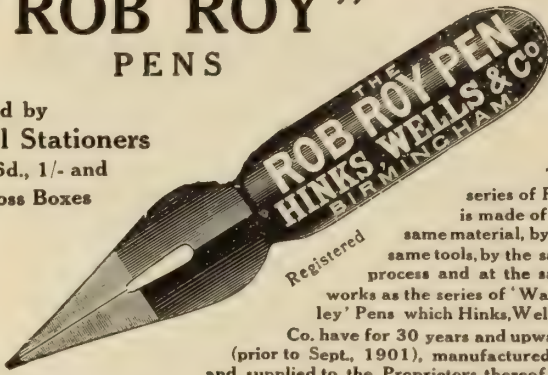
We supply attractive window hangers and will help to make a window display.

ORDER FROM YOUR DEALER OR

The **Canadian Facts Pub. Co.**  
667 Spadina Ave., Toronto.

# "ROB ROY" PENS

Sold by  
All Stationers  
in 6d., 1/- and  
Gross Boxes



This series of Pens is made of the same material, by the same tools, by the same process and at the same works as the series of 'Waverley' Pens which Hinks, Wells & Co. have for 30 years and upwards (prior to Sept., 1901), manufactured for and supplied to the Proprietors thereof.

HINKS, WELLS & CO., - - - BIRMINGHAM, ENGLAND

## INVALUABLE TO THE AD. WRITER

THE CANADIAN PRINTER AND PUBLISHER is the authority on typography in Canada. It will be found very helpful to the ad. writer in giving him information on how to arrange ads. to the best advantage and showing him examples of fine work. A subscription costs \$2 per annum. Write for a sample copy and subscription blank.

THE CANADIAN PRINTER AND PUBLISHER  
Montreal Toronto Winnipeg

# SPENCERIAN STEEL PENS.

*The Standard Brand in United States for over fifty years, among expert and careful writers, and recognized by accountants and correspondents as*

## THE BEST

Works: BIRMINGHAM, ENGLAND

*Imported by all the leading stationers in Canada.*

Proprietors: Spencerian Pen Co., New York

## HAVE YOU TRIED THIS ONE?

**JOHN HEATH'S PENS**

Supplied by leading Wholesale Houses in Toronto and Montreal.  
London (Eng.) Export Agency:  
**8 St. Bride St., London, E.C.**

0278 TELEPHONE PEN. Reg. in Canada



## The TELEPHONE PEN

REG. IN CANADA

**WESTERN** Incorporated 1851  
**... ASSURANCE COMPANY.**

**FIRE  
AND  
MARINE**

HEAD OFFICE—TORONTO, ONT.

Assets over - - - \$3,570,000  
Income for 1906, over 3,609,000

HON. GEO. A. COX, President,  
W. R. BROCK, Vice President  
W. B. MEIKLE, General Manager  
C. C. FOSTER, Secretary

**British America Assurance Company**

A. D. 1833

**FIRE & MARINE**

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo A. Cox, President W. R. Brock, Vice-President  
Robert Bickerdike, M.P., W. B. Meikle, E. W. Cox, Geo. A. Morrow,  
D. B. Hanna, Augustus Myers, John Hoskin, K.C., LL.D.  
Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.  
Sir Henry M. Pellatt, E. R. Wood.

**W. B. Meikle, General Manager; P. H. Slms, Secretary**

CAPITAL - - - - - \$1,400,000.00  
ASSETS - - - - - 2,162,753.85  
LOSSES PAID SINCE ORGANIZATION, 29,833,820.96

## IMPORTANT

Dear Mr. Stationer,

Please take note that the renowned Waverley Pen—the Boon and Blessing—can now be obtained as a Fountain Pen, with massive 14-ct. gold Waverley nib, iridium pointed. Trade prices and illustrated lists sent on application, per return mail.

Faithfully yours,

Waverley Works, **MACHIVEN & CAMERON,**  
Edinburgh Limited

The most popular pens are

# ESTERBROOK'S

MADE IN ALL STYLES



Fine Points, A1, 128, 333.

Business, 048, 14, 130.

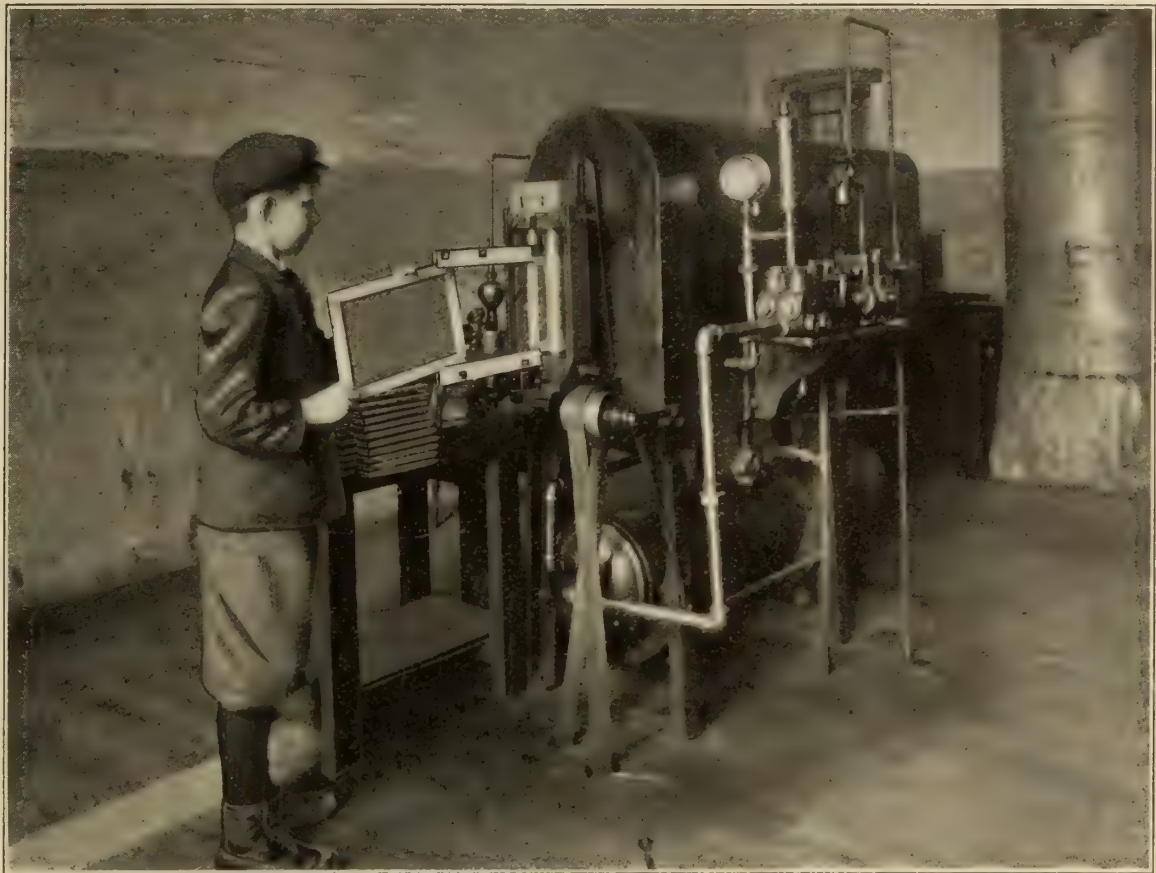
Broad Points, 312, 313, 314.

Turned-up Points, 477, 531, 1876.

CANADIAN AGENTS:

**THE BROWN BROS., LIMITED**  
TORONTO.





HOW WE DO IT

Adopted by the  
Board of Education  
of Toronto



They cost no more than  
the common kind  
and are guaranteed

This trade-mark on a slate is a guarantee that it is really  
**GERM-PROOF.**

It is the only germ-proof or sanitary slate made, because it is the only one that is chemically treated.

Germ-Proof Slates are not only the safest and most sanitary slates to use, but they are also the best workmanship, the nicest finish and the smoothest writing surface.

FOR SALE BY ALL LEADING JOBBERS

**National School Slate Company**  
**Slatington, Penna.**

U. S. A.

J. D. Ferguson, Hamilton, Ont., Canadian Representative

# Dealers are Not Mules

H. M. Montgomery in Printer's Ink.

**I** THINK the trade papers are going through the same evolution that magazines went through years ago—educating advertisers to see the business value of spending time and thought talking to readers.

Dealers are not a lot of mules, as some advertisers seem to think. They are alive to good, new merchandise, and it is merely a business-like deference to their intelligence to advertise to them first. After distribution has been fairly well established, then the campaign to consumers will both move the goods faster and help to stock in other dealers.

The trade paper advertising makes it a safer risk for the jobbers to take hold, and thus the new product is skidded along to success in quick, safe grooves without the bumps that are frequently given to new products by over-enthusiastic but premature advertising.

I have known of manufacturers being spoiled for all time as advertisers by the unintelligent persuasions of some advertising agent whose lack of knowledge of merchandising conditions made him incapable of comprehending the costliness of his impracticable advice to jump into a campaign to the public the very next month.

One case I know of was that of a manufacturer in the textile line, who had practically decided to spend a large sum advertising his goods, according to a plan laid before him by an inexperienced advertising agent.

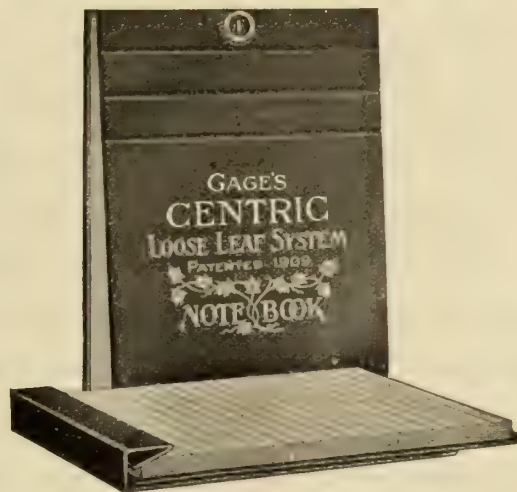
When he told his plans to a seasoned veteran in trade-paper textile advertising, it didn't take long to point out how utterly impractical it was to begin on the consumer at once, with the season, style and distribution conditions as they were.

Naturally, when the advertising agent's plans were temporarily set aside, he was angry, and desired to warn the advertiser that, if he didn't look out, the trade papers would "hog" all his money. But in this case it is safe to say that the trade paper advertising saved that advertiser to the magazines by safely solving his dealers' and distribution problem, the lack of which was pretty certain to have spelled failure.

Probably there are trade papers which would endeavor to "hog" an advertising appropriation, but the responsible ones are not so narrow; neither are responsible advertising agents.



# Gage's "Centric" Loose Leaf System (Patented 1909) For Schools and Colleges



The Best, Simplest, and Cheapest series of Loose Leaf Note Books in the market. Made in Cloth extra, Imitation Morocco, and American Russia bindings and in a variety of sizes. Open End and Open Side.

These have an easily adjusted "Centric" Binder that can be opened or closed by simply partly turning a button.

Each book contains a filler of 100 leaves, including color subject-dividing sheets.

Separate fillers supplied for all sizes.

You will want these for your school opening trade.

## W. J. Gage & Co., Ltd.

Manufacturing Stationers

82-94 Spadina Avenue, - - TORONTO

*Paper Mills at St. Catharines*

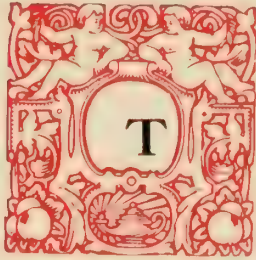
# Our 25th Anniversary

## Bookseller and Stationer

CELEBRATES ITS SILVER JUBILEE

BORN

**B**OOKSELLER AND STATIONER—At Toronto,  
August 1, 1884, to the Canadian Booksellers and  
Stationers, a live trade paper.



HIS year marks the twenty-fifth anniversary, or silver jubilee, of Bookseller and Stationer, the oldest trade paper in Canada. ¶ It has a long record and a useful one. Practically the same advertisers which it had with its inception it still holds to-day, showing that its success as an advertising medium has been built upon the solid basis of results.

¶ To commemorate its quarter-century birthday there will be issued a special number, gotten up in appropriate and lavish style. Both from a literary and typographical standpoint it will be away ahead of anything we have yet attempted in this line. There will also be a special cover designed, the theme of which will appropriately signify the nature of the event.

¶ Every bookseller and stationer in Canada will receive a copy of this issue, which means that there will be a number of extra copies sent out to those who are not on our subscription list.

¶ There will be no increase in rates for this issue and position will be allotted in order of receipt.

¶ Forms close September 1.

¶ If you have anything to offer the Canadian field this will be an exceptionally strong number for your announcement, as it will cover the entire trade throughout the Dominion from coast to coast.

*Address Advertising Department*

**Bookseller and Stationer, 10 Front St. E., Toronto, Can.**



# Bookseller and Stationer

## and Canadian Newsdealer

A monthly journal devoted to the interests  
of the Bookselling and Stationery Trades

W. A. CRAICK  
Editor

Subscription: One Dollar a Year  
Single Copies - - Ten Cents

Vol. XXV.

TORONTO, CANADA, JUNE, 1909

No. 6

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Published by **MACLEAN PUBLISHING COMPANY, Toronto, Canada**  
New York                      Chicago                      Winnipeg                      London, England                      Vancouver



#### VACATION CIRCULARS

WITH ATTRACTIVE COVER DESIGN, LIKE THIS, IN COLORS, WILL BE SUPPLIED TO DEALERS IMPRINTED WITH NAME IN THIS SPACE.

#### Maintaining a Stock of

**Waterman's Ideal Fountain Pen**  
The pen with the Clip-Cap

is a sure and safe investment in a standard line, which, being fully guaranteed and maintained at uniform retail prices, sell steadily throughout all seasons with equal satisfaction to purchaser and dealer.

Dealers should write us for our Stock Maintenance Plans in order to be fully posted on the best profits and co-operative interests.

#### Summer Months

are always active in the sale of this popular line. We will gladly work with any dealer, offering sales suggestions and aids to receive the best local results of our extensive advertising. *Write to-day.*

*S. & W. Waterman Company, Limited.*

NEW YORK

LONDON

PARIS

## "KOH-I-NOOR"

IS THE NAME STAMPED ON THE BEST

## PENCILS

EVER MADE OR SOLD IN ANY MARKET.

### 17 Degrees

FROM EXTRA SOFT AND HEAVY  
TO VERY HARD AND FINE.

TO ASSIST dealers who desire to increase their sales and profits, by attractive and convenient display, we will supply a Handsome Expanding Show Case, fitted as illustrated below. This case measures  $11\frac{1}{2}$  inches long, 8 inches high and  $8\frac{1}{2}$  inches deep when closed, and is finished in polished wood, gold lettered, and divided into compartments to enable the assorting of the best grades for retail sales. The case is included with an assortment of 21 dozen KOH-I-NOOR Pencils, which yield a handsome profit to the retailer and the greatest satisfaction to customers.



THE DISPLAY CASE IS FREE.

The assortment of Pencils contained costs \$21.15 net.

Hardtmuth Manufactures are staple the world over. Complete illustrated catalogue showing all lines sent to dealers upon request.

136 St. James Street  
MONTREAL



# Bookseller and Stationer

and Canadian Newsdealer

A monthly journal devoted to the interests  
of the Bookselling and Stationery Trades

Subscription: One Dollar a Year  
Single copies : : Ten Cents

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## EDITORIAL COMMENT.

At length some definite action has been taken in the school book fiasco. The trade has now an opportunity to act and, if it fails to act, it will have only itself to blame if no good result is forthcoming. Vigorous protests from all over Ontario, not only from booksellers, but from every retail merchant, should certainly show the Government that they have made a mistake in sacrificing the interests of thousands of retailers to the cupidity of one big department store. In the strongest terms we would urge every reader of this paper to join in the chorus of protest, and not only to do this himself but induce every other merchant in his town to do likewise. It is not a matter of interest solely to the merchants of Ontario. There is danger of a repetition of the scheme in other provinces, and if merchants all over Canada will only join in and help the men of Ontario, they may prevent any such contingency taking place. Do not put off this important matter. You can surely afford a couple of stamps

\* \* \*

The recent visit of yet another British publisher to Canada and the establishment of a depot for his firm's publications in Toronto is a sign of the increasing interest of Old Country houses in the Dominion. While we do not like to see them increase in number too rapidly for the sake of established interests, yet when they come as specialists in a particular field, as in this case, they are entirely welcome. One who knows advises us that, if only the generality of British publishers would listen to the requests of Canadians and produce their books in a more attractive dress in order to make them compete on even terms with American books, there would be a marked increase in the sales of British books here. As it is practically every novel published by the leading United States houses is known in Canada, whereas the percentage of purely English novels (i.e. novels published only in England) seen in Canada is very small. They are not advertised here and their merits are unknown.

We have decided to resume the publication of the half-yearly list of Canadian books, which was discontinued about a year ago. The first installment will be published in our July number and will embrace all books published between January 1 and June 30 of the present year. It will be impossible to guarantee a complete list of all Canadian publications for the reason that there are several books issued by private individuals of which no mention is made in the daily press and of which we can get no trace. But so far as the publications of recognized publishers are concerned, the list will be accurate. Booksellers should make it a point to preserve copies of the July number, as the information will be valuable, particularly in view of the fact that so much attention is now being directed to copyright matters. If it is thought advisable, the complete list for 1909 will be issued in separate form at the end of the year.

\* \* \*

A suggestion, that will commend itself to up-to-date stationers, is contained in the article in this number on renting picture puzzles. One objection raised by a leading stationer to handling these puzzles was that the price was too high to make them popular with the masses. This contention is quite true, if we omit the smaller and cheaper puzzles, which after all can never be as "good fun" as the more elaborate ones. The idea of renting them out, just as you would a novel, is a good one and should help to solve the difficulty. After all when a person has once solved a puzzle, interest in it wanes and the purchaser would be pleased to take it back to the store and exchange it for another at a moderate charge. The trade are urged to give this proposition careful consideration and, if it commends itself to them, to try it out.

\* \* \*

The advantage of illustrating advertisements in an attractive and appropriate way has been demonstrated in the case of one of the school book advertisements in

our May number. This advertisement had along its upper edge a row of school children and was one of the most striking ads. in the number. Did it attract attention? If we are to judge by the requests we have received for duplicates of the cut used, it certainly did. Readers admitted that the ad. caught their attention and they reasoned, that if it interested them it would also interest the public. They are quite right and all we can say is that we recommend all booksellers to brighten up their ads. in a similar way.

\* \* \*

A British contemporary refers in a recent number to the question of a wholesaler's liability to a retailer in the event of goods ordered for a certain occasion arriving too late. There may be a useful hint to Canadian stationers in what was decided. The Newsagents', Booksellers' and Stationers' National Union obtained counsel's opinion as to the position of the stationer who received from a publisher private greeting cards too late to be of use. A particular case having been stated, counsel said: "We have carefully considered the matter, and we are of opinion that not only need the stationer not pay for the cards, but that he is entitled to the loss of profit which he would have made had the cards been received in time. We would suggest that retailers, when ordering cards, should add the following words—"This order is given upon the condition that the goods be received here not later than the — day of —.""

\* \* \*

Tuesday, September 7, is the date fixed for the publication of the new Church of England hymnal. An effort is being made in the trade to have the retail price absolutely fixed and to have a settled discount, so that nobody can sell at less than that price. This idea was carried out successfully in the case of the Presbyterian hymnal, and the movement to have the same policy adopted with the Church hymnal should have the hearty support of all the trade.

\* \* \*

### It Doesn't Pay to Wait.

A NEWSPAPER in a town of about 2,000 population, recently conducted a heart-to-heart talk with the "knockers who are not satisfied with spending every cent in Toronto, but who also act as bargain-day missionaries, representing our merchants to be a lot of unenterprising, unprincipled extortioners whose stocks of shoddy are sold at famine prices." The newspaper went on to say that, "some of these knockers don't even know the prices charged here, and have frequently paid more for inferior goods in Toronto, but they have had the ardent satisfaction of helping a stranger rather than their own immediate neighbor, and an outside town rather than the town in which they live. The merchants of this town are not as enterprising as they should be. They are not, as a class good advertisers. Many of them have put on their

shelves fine stocks of goods, but they never tell the public a word about it through the local papers. They wait for Providence to send customers instead of compelling them to come in as Eaton and Simpson do by the liberal use of printers' ink. Nevertheless they have in the various stores splendid stocks of goods, and it is possible to buy anything here that any housekeeper requires. The statement that there is no 'choice' here is only a fiction of the bargain fiend."

It would appear appropriate to remark here that in these days of close competition, the assistance of Providence is most liberally bestowed upon the man who has most conscientiously and diligently helped himself. That the merchants of this town are not as enterprising as they should be and are not good advertisers as a class, means that the "knocker," so-called, has not been properly educated. If merchants are indifferent in the matter of publicity, if they fail to employ available means for promoting and protecting their own interests, it is hardly to be wondered at if there is a heavy out-of-town business. It is also up to the newspaper man to impress persistently the importance of advertising, to show the merchant, as far as possible, how to advertise, to assist him in the preparation of copy, to urge the value of wise supplementary schemes, and to bring home to him the significance of results in other places. In many towns, where it is felt a weekly newspaper service is not sufficient the merchants employ a bulletin or circular system by which they describe in detail attractive shopping features. A plan that has been widely adopted in the West makes use of the Eaton catalogues. These are kept in conspicuous places in the stores and shoppers may, by reference and consultation with salesmen, have first hand proof of the possibilities of the local store. The merchant is thus converting to his own use, the instrument which would otherwise do his business considerably greater hurt.

\* \* \*

### Punish Illegal Failures.

RECENT failures in Montreal have aroused the comment that, after all, the majority of our laws are made by lawyers in Parliament and that the interpretation of laws is also pretty well in the hands of lawyers. Montreal courts have not been so sharp and severe with certain manufacturers as creditors could desire. While bankruptcy laws are stringent enough, there is naturally no absolute protection against dishonesty.

One of the favorable points which has been recently made is that a written record must be kept of all transactions and books must be produced to prove where assets have been disposed of.

No doubt the lack of sufficient capital has caused most manufacturing failures, although there are many prosperous clothing and garment firms to-day that started on the hand-to-mouth basis, with little capital. Hard work often took the place of funds.

The bad failures cause strict credit, and sometimes the hampering of the business of legitimate concerns.



# BOOKSELLERS' ASSOCIATION CAMPAIGNS AGAINST School Book Contract—A Member of the Trade in Every Centre in Ontario Given Opportunity to Organize Local Trade in Chorus of Protest—Failure to Respond Means Serious Loss of Influence.

Toronto, June 9.—Copies of the circular reproduced on this page were sent out during the first week of June to a representative bookseller (or, in the absence of a bookseller, a general merchant) in one thousand communities in Ontario.

This gives the trade an opportunity to do something to counteract the blow which was dealt them when the Ontario Government gave the reader contract to the T. Eaton Co.

The Association now expects every man to do his duty. Failure to act promptly will give the Government the impression that the trade have no real grievance. This will create a worse situation than ever.

It is advisable that all protests should take the form of letters, written in the first person. The cards provided are to be used only in case of emergency, when for some good reason the protester is unable to write personally.

Those protesting are not limited in any way as to what they should say or what reasons they should give for condemning the Government's action. The more arguments they can produce the better.

Remember, the more letters of protest that are written the better. It is a matter in which the business and professional men of every community are interested.

## WHY YOU SHOULD PROTEST AT ONCE.

To the Retail Merchants of Ontario :

Every retail merchant in the Province of Ontario should feel it a duty to join the Great Chorus of Protest against the action of the Ontario Government in awarding the contract for publishing the Ontario Readers to the T. Eaton Company, Toronto, for the following reasons :—

(1) The T. Eaton Company took the contract at a low figure just for the sake of the advertisement. Their name will appear in the books as publishers and the books will go into practically every home in Ontario.

(2) A discount of 20 per cent. is given to all purchasers, be they merchants or school children. The retailer gets no advantage.

(3) The Public, when sending to Toronto for books, will undoubtedly take the opportunity to order other goods mentioned in the Eaton catalogue. This is just what the Eaton Company are after.

(4) The Ontario Government apparently went into the contract without considering the injury they would cause the retail trade.

(5) The Eaton Company are not publishers and should never have been considered as such.

(6) Unless vigorous opposition is aroused other provinces will make similar arrangements with the Eaton Company and will thus strengthen the position of the big company.

Protest to your member and the Hon. Dr. Pyne, Minister of Education, Toronto, at once or not later than June 10. Send a letter preferably, otherwise a post card.

If you receive no reply within a week be sure to write again and let them know you mean business.

The onus of the work falls on the man to whom the appeal has been made in each community. Only one man has been written to direct and, if he fails to act, the campaign in that place is a dead letter.

If any reader of this page has not been informed of the proposed campaign, it is because somebody in his village or town has not felt it worth his while to act, or, for some other reason has allowed the matter to drop. Any such lapse should be investigated carefully.

The date, June 10, referred to in the circular as the final day for protesting is merely nominal and was so arranged as to bring in a mass of protests all about the same date. Anyone who has not protested yet, can do so as often as he likes and as late as he likes,—the oftener the better.

If no reply comes from the Minister of Education or the local member, protesters are urged to write again, asking for attention to their previous letters. This will show that the trade mean business.

Let all who read this use their influence to have as many individuals write letters as possible.

It is not a little side issue affecting booksellers only. It is a far-reaching scheme to attract all sorts of business to the Eaton Company. That is why they contracted. The hardwareman is as much affected as the bookseller and the dry goods man is certainly quite as much interested.

Letters should point out the unfairness of the contract and the loss which the retail trade will suffer. They should pray the Government to do all in their power to protect the interests of retail merchants. They should ask if it is not possible to compel the Eaton Co. to keep their name off the books and to insert the Government's name as publisher. They should ask for a guarantee that no such action, detrimental to the merchants, be ever again considered by the Government. They should demand concessions to make up for the loss they will suffer.

# PUBLISHERS GRANT CONCESSIONS TO THE RETAIL Trade—Cheap American Reprints of Certain Copyright Novels May be Freely Imported so far as Canadian Publishers are Concerned—Action Being Taken at Ottawa to Reserve Restrictions.

In April an article appeared in *The Bookseller and Stationer* directing attention to the manifest unfairness of a copyright system, which prevented booksellers from securing American editions of books, no longer to be procured in the copyrighted Canadian editions.

We have since then addressed letters to the various Canadian publishers, whose books have been re-published in cheap American editions, asking them to indicate which of their books are out of print and which of them they would permit to enter the country.

It must be clearly understood that this step is taken in pursuance of Section 23 of the Copyright Act, which provides for a work being out of print, and is not in any way intended to weaken Canadian copyright. **The rights of copyright holders must be respected in all cases and booksellers are urged in ordering books to make sure beforehand that no violation of copyright is involved.**

So far as the Canadian publishers are concerned the cheap American reprints of the following may now be freely imported by Canadian book sellers.

| Title.                        | Author.                    | Publisher.     |
|-------------------------------|----------------------------|----------------|
| Two Van Revels                | Booth Tarkington           | Briggs         |
| Nedra                         | G. B. McCutcheon           | Briggs         |
| My Friend Prospero            | Henry Harland              | Briggs         |
| Market Place                  | Harold Frederic            | Briggs         |
| Dash for a Throne             | A. W. Marchmont            | Briggs         |
| Dri and I                     | I. Bacheller               | Briggs         |
| Eben Holden                   | I. Bacheller               | Briggs         |
| The Cross Triumphant          | F. M. Kingsley             | Briggs         |
| Beverley of Graustark         | G. B. McCutcheon           | McLeod & Allen |
| Castle Craneyrow              | G. B. McCutcheon           | McLeod & Allen |
| Graustark                     | G. B. McCutcheon           | McLeod & Allen |
| House of a Thousand Candles   | M. Nicholson               | McLeod & Allen |
| Lightning Conductor           | C. N. and A. M. Williamson | McLeod & Allen |
| Puppet Crown                  | Harold MacGrath            | McLeod & Allen |
| Secret Orchard                | A. and E. Castle           | McLeod & Allen |
| Sherrods                      | G. B. McCutcheon           | McLeod & Allen |
| Spenders                      | H. L. Wilson               | McLeod & Allen |
| When Knighthood was in Flower | C. Major                   | McLeod & Allen |
| Arms and a Woman              | Harold MacGrath            | McLeod & Allen |
| By Snare of Love              | G. W. Marchmont            | McLeod & Allen |
| By Wit of Woman               | G. W. Marchmont            | McLeod & Allen |
| A Career of Fortune           | G. W. Marchmont            | McLeod & Allen |
| Princess Passes               | C. N. and A. M. Williamson | McLeod & Allen |
| When I was Czar               | G. W. Marchmont            | McLeod & Allen |
| Helmet of Navarre             | Bertha Runkle              | Copp, Clark    |
| Her Mountain Lover            | Hamlin Garland             | Copp, Clark    |
| Prisoners of the Sea          | F. M. Kingsley             | Copp, Clark    |
| Audrey                        | Mary Johnston              | Morang         |
| Christian                     | Hall Caine                 | Morang         |
| Conqueror                     | Gertrude Atherton          | Morang         |
| Dorothy Vernon                | Charles Major              | Morang         |
| Eternal City                  | Hall Caine                 | Morang         |
| Hound of the Baskervilles     | A. Conan Doyle             | Morang         |
| Resurrection                  | Leo Tolstoi                | Morang         |

|                           |                       |        |
|---------------------------|-----------------------|--------|
| Sea Wolf                  | Jack London           | Morang |
| Tekla                     | Robert Bar            | Morang |
| To Have and To Hold       | Mary Johnston         | Morang |
| Wolfville                 | A. H. Lewis           | Morang |
| Lane That Had N Turning   | Gilbert Parker        | Morang |
| Prodigal Son              | Hall Caine            | Morang |
| Soldiers of Fortune       | Richard Harding Davis | Morang |
| Return of Sherlock Holmes | A. Conan Doyle        | Morang |

Bookseller and Stationer has received most courteous letters from all these publishers, stating their willingness to waive their copyright control of these titles.

Letters have been written to the Copyright Branch, Department of Agriculture, Ottawa and to the Department of Customs, directing their attention to the matter and there is very little doubt but that all these titles will now receive free entry into Canada.

Meanwhile we append extracts from several correspondents who have written to us about this matter since the article appeared on the subject in our April number.

## Views of the Trade.

Members of the trade, both publishers and booksellers were asked to express their opinions on this important subject. From a number of letters received we select a few dealing concisely with the situation. It is evident that the trade are anxious to see the matter cleared up satisfactorily. Among the booksellers who have been importing the cheap reprints there is a unanimous desire expressed for a reform in the copyright law or an arrangement whereby the books can come in without being held up by the customs.

## The American View.

Grosset & Dunlap, who are the principal publishers of the cheap reprint editions in the United States, state their position in the following terms:—"As far as our own business is concerned, we welcome any arrangements or revision of the Canadian copyright law which would permit of the importation into your country of such Canadian copyrights as are no longer kept in print by your local publishers. We have no wish to encroach upon the rights of any other publisher in the marketing of our books, and earnestly desire to avoid anything of that sort. We do think, however, that it is a great injustice to not only the Canadian bookseller, but the Canadian consumer if a situation is allowed to continue whereby he is unable to take advantage of the issue of popular priced editions in the United States of such books as have been allowed to run out of print by the Canadian publisher, thus depriving him of the privilege of selling or purchasing even the higher priced editions."

## The English Standpoint.

H. Button, manager of the Canadian Branch of Cassell & Co., writes: "Your plea seems to be one for the Canadian bookseller and two for the American publisher, or publishers. If cheap editions of books are not published by the Canadian publisher, the chances are that the English publisher would have a cheap edition which the



Canadian bookseller could handle to good advantage. Why not think of the English publishing houses when such appeals are contemplated? Have not the Canadian booksellers been choked with American stuff? It is lamentable that agitations should be invoked just as soon as an American publisher is likely to come under the guillotine of the law.

"The law as it stands is, to my mind, absolutely fair. If Canada were not an integral part of the British Empire the sinad taken would possibly command one's sympathetic attention. If the call from the Canadian trade is such as to warrant the publication of a cheap edition of a particular work and the Canadian publisher refuses to publish same, and the English publisher refuses to publish same, a remedy can be found in Section 23 of the Copyright Act, to which you referred in the April issue of *The Bookseller and Stationer*.

"If the Minister is as concerned in Canadian matters as his colleague in the Post Office Department, then he will fall a victim to the weeping and wailing of our friends across the border, so aptly performed by their intermediaries. I hope he will see through it all."

**George F. Abbott, Ottawa.**

"It certainly seems ridiculous that when a copyright book is out of print in Canada and the publisher has no intention of reprinting that we cannot import an American edition.

In the case of fiction especially it would be a great benefit to Canadians if an amendment was made to the copyright law allowing works of fiction after being out of print for six months to be imported."

**R. O. Smith Co., Orillia.**

"We are heartily in favor of having the copyright law amended in some way or other. Although not put out by this to any great extent, we believe that it would certainly be in the interest of the book sellers generally to have it so arranged that extinct copyrights might not bar saleable books. We wish to thank you for the interest which you are taking in the various phases of the bookselling trade and assure you we appreciate it."

**Russell, Lang & Co., Winnipeg.**

"Your article in the April *Bookseller and Stationer* re the injustice to the Canadian book trade through the working of the present Canadian Copyright law, is a clear and concise statement of the case. Many time have we taken the matter up with the agent at this port of entry, and, while acknowledging the justice of our contention that books formerly copyrighted in Canada and not now obtainable, should be allowed entry, still, as the act now stands he was sorry he could not go against the provisions of the act. We feel that this matter should be energetically taken up and the grievance put right. We think the Department could easily settle it by sending a notice to all holders of copyrights in Canada requesting them to promptly state if they are able to supply the trade with books or music for which they hold copyrights. In case of non-reply or a negative answer the Department could then declare the copyright lapsed and furnish customs collectors with a list of such expired copyrights. As it stands at present Canadian booksellers and book buyers certainly have a grievance which is daily growing more burdensome."

**From a Bookseller.**

"The subject of copyright has been such a vexed one for so many years that it is almost impossible to enact any statute that will govern it satisfactorily, but I must say there is no earthly reason why the retail trade should bear all the worry of keeping up a list that is such a dead letter. If the book business is of such small account

that it is not worth the while for the publishers in Canada to have catalogues with their copyrights starred so that the trade may know what they can import, or better still, even know where a book can be procured in Canada, then the Department of Agriculture should allow the retailer to bring in at least two copies and not more than 5 of any reprint at any time.

"But my strong point is that the owners of a copyright should yearly renew said copyright and be compelled on such renewal to have at least 25 copies in stock at the time, the publisher to pay a nominal fee of say \$1.00 for such registration at Ottawa, then the Department could print a list of all renewals and new copyrights for the last 12 months and sell them or give them gratis to the retail trade who could govern themselves accordingly. We know when we can procure a book in England or the U.S., the publisher considers it the main bulwark of his business to have a complete catalogue; but in Canada, whether they cannot afford it or more important on the present question of copyright they do not intend to carry 10 per cent. of their publications for a year, they do not consider it worth while, the fact remains that the trade send hundreds of orders to New York when they would go to a Canadian publisher if there was such a thing as a catalogue or annual list of books that they could know where to procure them. The question is so great that the retailers must go on and suffer in the meantime, but I for one have no intention to worrying my mind with all the books that are supposed to be copyrighted in Canada."

#### THE CANADIAN LIST.

Montreal, May 22, 1909.

Editor *Bookseller and Stationer*.—In a late issue you asked if the semi-annual list of Canadian publications was desired by the booksellers. Personally, I value such a list very much indeed. It is very difficult to locate a Canadian book; much easier to find a little pamphlet published in an out-of-the-way corner of the U. S. A. or of England. The Toronto publishers lose a lot of business this way. I know we often order a book from the United States that we could have obtained quicker and cheaper from Toronto had we known. The constant improvement of *The Bookseller and Stationer* is quite remarkable, and anything in the way of better cataloguing of Canadian publications would be much appreciated by yours sincerely,

**A. T. CHAPMAN.**

#### NOVEL SELLING SCHEME.

Among the schemes which booksellers in the United States have run with success was a competition to select the most popular book. The patrons of a certain book store were presented with a catalogue containing the titles of about fifty popular holiday books, and were invited to send in a guess as to what ten books among those listed would have the largest sale at their store between October 1st and January 1st. Several cash prizes were offered for the best guesses, with the condition that each contestant must purchase a book at the store in order to have his guess considered. A great increase in business resulted. Another enterprising stationer attracted considerable attention by his original window-dressing scheme. One novel idea was to dress two dolls, one representing a woman leaning against a board, and the other a man throwing pens at her, after the manner of the circus "knife thrower," familiar to all. Holders and pens were stuck in the board around the woman doll, and crowds gathered to see this novel window display.



# ADVERTISING FOR THE TOURIST AND OUTING

## Trade—Filling the Demand for Summer Goods—Impetus Given to Trade in Reasonable Stock by Large Traveling Public—Means to be Adopted to Attract Business—The Importance of Fresh Copy and Original Window Displays—The Demand for Photographic Supplies, Out-door Goods and Travelling Requisites—By William G. Colgate.

As vacation time draws near the tired and jaded office, shop and factory worker begins to look longingly toward the green fields and lily padded pools of the

### For the Stay-at-home

who usually loves to lounge and take things easy just as much as those who go on a regular vacation, there is nothing more comfortable or restful than a hammock. A nice, roomy hammock with a couple of cushions, swung in a cool, shady verandah, with a couple of good magazines, make a combination which gives to the home-stayer the fresh air and rest of travel without any of its drawbacks.

Next time you are near us drop in and see our excellent line of hammocks, which have been specially priced from \$1.00 to \$5.00. As for summer reading—well, we keep all the latest fiction and magazines on hand, and you'll surely find something to suit your taste.

**Frederick Thornton & Son**

*Books and Fancy Goods*

Bridgetown - - - Ontario

country where the soft summer zephyrs and clear sunshiny days help him to forget for a while the bustling, noisy turmoil of the city. The free library of the railway and steamboat offices, consisting of handsomely illustrated pamphlets and other interesting literature devoted wholly to the subject of recreation, is enjoying a large if transient popularity among a constantly increasing circle of readers.

Greatly improved hotel accommodation and better traveling facilities have been the means of increasing yearly the number of tourists and pleasure seekers. Also most people firmly believe that money and time spent on a holiday or vacation are well invested and bring profitable returns, physically and mentally.

Summer visitors are generally persons with money to spend. They are not stingy if they receive fair value and are accorded reasonable attention. But if any centre, and business men particularly, wish to reap the fullest advantage from this profitable traffic some special effort to cater to its varied demands should be manifested.

An off-hand estimate shows that there were forty-five million passengers carried on the twenty-five thousand miles of Canadian railways last year. What number were tourists it is impossible to tell, but so far as can be learned from the various transportation companies, probably a million people from the United

States come to Canada annually in search of health, rest and recreation. It is estimated that over a quarter of a million roam new Brunswick, Nova Scotia and Prince Edward Island, while another quarter of a million visit the Pacific Coast and the far-famed Rockies. Fully half a million come to Ontario and Quebec.

The liveliest months are June, July and August, although the season usually extends, if climatic conditions are favorable, until the end of September.

What the total sums of money spent in Canada yearly by tourists would amount to in the aggregate it is impossible to estimate, but it is safe to venture that it is several millions of dollars. Of this large amount, outside of what is devoted to legitimate traveling expenses, the dealers in holiday requisites obtain by far the largest share.

From the indoor amusements of the winter, the traveler and stay-at-home alike turn eagerly to the strenuous and more exciting pleasures of summer. The devotee of the great out-doors makes large, and for a time, continuous demands upon the stock of the trade—cameras, photographic supplies, sporting goods, fishing tackle, flags, bunting, hammocks, writing portfolios, fountain pens, souvenir goods, summer fiction, magazines, picture post cards, etc., all receive a share of profitable attention.

The dealer who has a fair chance to develop a good

### “Going Fishin’?”

Fishing time has arrived and the enthusiastic angler is preparing to go out on his annual fishing excursion. Have you got all your tackle complete? Isn't there something you need? It may be a new rod, a set of flies, some lines, hooks, net or something else which should be obtained before you start on your trip.

No matter what your fishing requirements may be we feel certain we can help you. In the matter of price and quality you will find us in every way satisfactory. Let us fix you up for your outing.

Fishing Rods from 5 cents to \$15.00

**WALTER F. SALMON**

14 Water Street Salt Creek

tourist trade and neglects it is very foolish indeed. To do so does not require any great effort. Newspaper advertising and window displays should be kept season-



able. The summer months do not call for "heavy" looking advertisement and displays any more than they demand heavy wearing apparel. Have plenty of white space in your announcements. Don't crowd your reading matter. Have your ads look cool and attractive looking. Don't smile. You can make your printed matter seasonable just as easily as you can your stock.

## "Take a Kodak"

Do you remember last summer when you took your vacation you kept wishing you had taken a camera along with you so that you might have reproduced and retained in permanent form some of the beautiful scenes which impressed you on your trip?

Of course you are going to take a camera along with you this time. You are not going to let anything mar your pleasure this year. Have you decided on the make yet? Drop in and let us show you some. We will be pleased to explain the various processes of photography, and, as we have an expert in charge, he will be able to give you some valuable hints on how to obtain the best results.

Prices range from \$1 to \$75

**WM. HAMILTON & CO.**

Wilson Ave. - Eden

Don't let your copy get stale. Keep changing it regularly. Use plenty of illustrations if it is possible to get them. Don't be too lazy to make an effort to get cuts. You can get them if you really want them. Any of the manufacturers will be glad to help you along this line. And it usually won't cost you anything but return postage. As they will increase the effectiveness of your ads anywhere from fifty to a hundred per cent. they are certainly worth using.

Regarding window displays avoid the common error of trying to put too much into your designs. Take one trim and devote it solely to baseball goods, the next to fishing requirements, followed by tennis supplies, then verandah or lounging accessories and so forth. Always study carefully the quality and class of your lines and how they may be arranged to the best advantage, so that they may have their attractive or striking features appeal to the observation of the passerby. Observe closely the best dressed windows in your locality and elsewhere and you will find that goods are simply and invitingly arranged and all seemingly studied effects are carefully avoided.

The value of advertising lies in the power of suggestion. There is nothing that will suggest better the merits of your goods than attractive window displays. When attractively arranged and properly ticketed, a good window display will bring customers into a store. It will create favorable talk about your business. People will take an increased interest in your window and there will be gradually acquired a number who will regularly look for your displays, saying: "I wonder what Blank has got in the window to-day."

Window display advertising is mighty effective publicity at all times. The dealer should not forget, however, that special seasons require special treatment, and

in dressing his window should be particular to emphasize the seasonable qualities of his goods.

## TWO UNIQUE BOOKLETS.

L. & C. Hardtmuth, the English agents for Waterman's Ideal fountain pen, and proprietors of the Koh-I-Noor pencils, are, like their American compeers, great believers in advertising. They have just got out two effective booklets, one evidently intended for the public and the other for the trade.

The first, "London's Landmarks," has a striking cover design—an array of pencils arranged vertically and reproduced in natural colors. Its contents are scenes in London, adapted to advertise the pencils. Thus the tower bridge is supported by pencils and beneath is a verse to the effect:

Up the Tower Bridge swings to welcome  
Ships from many a foreign shore.  
And it works as well and smoothly  
As the famous Koh-I-Noor.

The tower itself has pencils for its towers, its buttresses and its guns. The facade of the Royal Exchange is built of pencils. Pencils form the columns of the Bank of England and the Mansion House. Cleopatra's needle is in pencil, as well as Nelson's column. In fact, the Koh-I-Noor pencil is shown to be universally useful.

The second booklet, "A Tell-Tale Volume," is made in the shape of two volumes, one Waterman's Ideal and the other, Koh-I-Noor. Its contents are illustrations and descriptions of the various devices in the way of win-

## A Fountain Pen is all right only When it Writes Right

There is nothing more annoying, to the traveller particularly, than a fountain pen which, through some fault in construction, refuses to write when it is needed. There is nothing about a "Wright" Fountain Pen which can go wrong. It has a double feed and this assures at all times a clean writing point and a steady, regular flow of ink. It is a feature not found in any other make of pen.

When travelling take one with you. Do not depend upon the hotel or boarding house for a writing pen, where if it is supplied it is usually impossible to get it when you want it. You can be absolutely independent at a small price. Two dollars purchases a Wright Fountain Pen and a guarantee of satisfaction.

**JOHN F. BROWN & CO.**

Stationers

Wolfax St. - Pottsburg

dow-cards, sample cards, signs, etc., supplied to members of the trade by L. & C. Hardtmuth.

John Henry, western book traveler for the Copp, Clark Co., reached headquarters in Toronto on May 20, looking hale and hearty. The spring trip to the coast seems to agree with Mr. Henry. He reports business fine out west with everybody banking on a big tourist trade to the Seattle Exposition.

# W. J. GAGE HONORED BY THREE HUNDRED EMPLOYEES—Head of W. J. Gage & Co., Toronto, Receives an Illuminated Address—Full Account of the Presentation and Speeches—Firm Celebrates Completion of Sixty-Five Years of Successful Business.

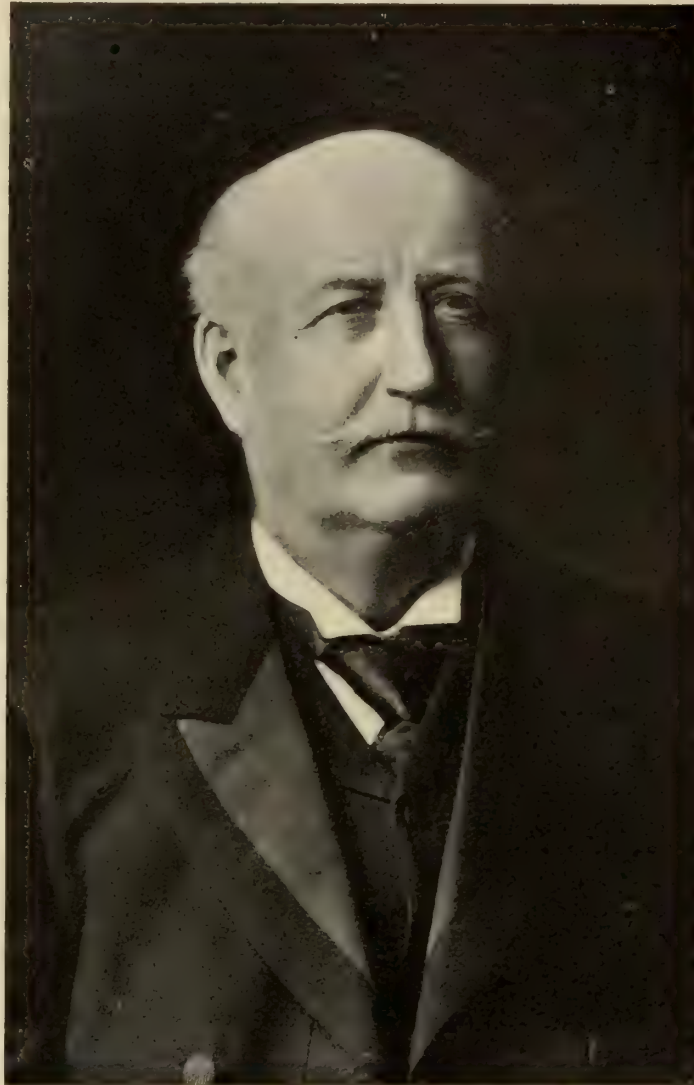
Toronto, June 7.—

Over three hundred employees of W. J. Gage & Co., wholesale and manufacturing book-sellers and stationers of this city, gathered this afternoon on one of the spacious floors of the company's warehouse and factory, Spadina Avenue, to do honor to the president of the company, Mr. W. J. Gage, and to mark the rounding out of 65 years of successful business. The occasion was a memorable one. Amid tasteful decorations, surrounded by hundreds of contented employees, the man who for thirty-five years has been the active head of the big business and whose largeness of heart has gone out beyond the walls of his warehouse to alleviate the sufferings of consumptives throughout Canada, was shown in what honor and esteem he is held by those associated with him in business. A beautifully engrossed address, accompanied by a special copy of the artistic booklet issued by the firm in honor of the sixty-fifth anniversary, was presented to Mr. Gage by W. P. Gundy, general manager and treasurer. The address, as read by Mr. Gundy, was couched in these terms:—

## The Address.

W. J. Gage, Esq., President, W. J. Gage & Co., Limited, Toronto:—

Dear Sir,—We have thought that it might be of interest to your family and to yourself if a copy of the handsome booklet which our house has just published to mark the termination of sixty-five successful years in business were bound in more permanent form, and accompanied, not only by the signatures of the executive officers of the company and of the heads of the departments, but by an expression of our high esteem and good will.



W. J. GAGE

President W. J. Gage & Co.

As with active step and cheery word you move among us, it is difficult to realize that for over thirty-five years you have been at the head of this business, and have carried such heavy responsibilities, and we wish now to give an expression of the cordial relations that have always existed between yourself as the head of the company, and everyone connected with the house.

May we take this opportunity also of giving utterance to the pride we have felt in the self-sacrificing work you have for so many years carried on in founding and maintaining the first Sanitariums for Consumptives in the Dominion—institutions which have brought hope to so many Canadian homes, and blessings to so many of our suffering humanity.

With sincere assurances of our high esteem, we beg to subscribe ourselves,

Yours faithfully.

## Mr. Gage's Reply.

Mr. Gage, who was evidently much affected.

replied as follows:—

"Mr. Gundy and friends,—I want to thank you, Mr. Gundy, and all our friends for this very beautiful tribute of your good will. I wish I could rightly put into words my appreciation—my full appreciation—of the kindness and the thoughtfulness that has led to this expression of your esteem. Like every person else I value success in business, and like the rest of you I value the good will and kindly regard of friends and neighbors. I want to tell you there is something else that I prize more highly than any of these things—next to the love and affection of those in my household, I prize the loyalty and affection of those I am meeting with from day to day in the close relationship of business—some of you for ten years; some twenty years; others, I am grateful to say, for the full thirty-five years. I think if I were called upon to make a confession—one that I



## BOOKSELLER AND STATIONER

would not be ashamed of—I would say that right here I would look for some of my closest friends in life. Out in the world friends and neighbors sometimes misjudge us and put a wrong estimate on us. No mistake of this kind could occur here where for ten or twenty years we daily meet together, facing the problems and the perplexities, the work and the worry of business. Here our lives become an open book. The very secrets of our hearts are known to each other; our full measure is taken.

"Is it any wonder then, that under such conditions, under such a test, your kindly regard as now expressed, and your good opinion are so highly valued?"

"You have been good enough to refer to the Sanitarium work. I have already had my reward in knowing that under a kind Providence the lives of some of our best and most valued people have been spared to us through the help of one of these institutions.

five thousand dollars, provided a satisfactory plan can be worked out to secure this desired object. It will lie with you whether this can be done.

"Again I wish to thank you, Mr. Gundy, and all the other friends associated with us, for this beautiful tribute of your kindly regard. There is no money in Toronto that could buy it."

### Mr. Spence's Tribute.

Mr. George Spence, vice-president of the company, followed. He said:

"Mr. Gage,—I don't know, that I can add anything further than to say that the address which we have just given you is only a small expression of the very high esteem in which you are held by everyone in the establishment. Those who are closest and nearest to you are those in whose affection and esteem you stand highest. I think from the highest to the lowest in the es-



Offices, Warehouse and Factory.

"We form, I believe, a unique combination in this house where there are so many young men and young women, heads of departments and those occupying positions of responsibility who have worked their way up to a place of trust and confidence. This recognition of your faithfulness and a knowledge on your part that if success comes to the business you share in that prosperity, has helped to make work more pleasant and our lives a little happier.

"For several years a large number of those connected with our company have shared in its annual profits. I have at times considered how an increased benefit could be given in a more permanent way. I know of no better means of doing this than to assist you in forming some kind of a Benefit Fund for those who may be sick and a Pension Fund for those who may grow old in the service of the House. To this end I would be pleased to place at the disposal of a committee selected from the different departments of the house the sum of

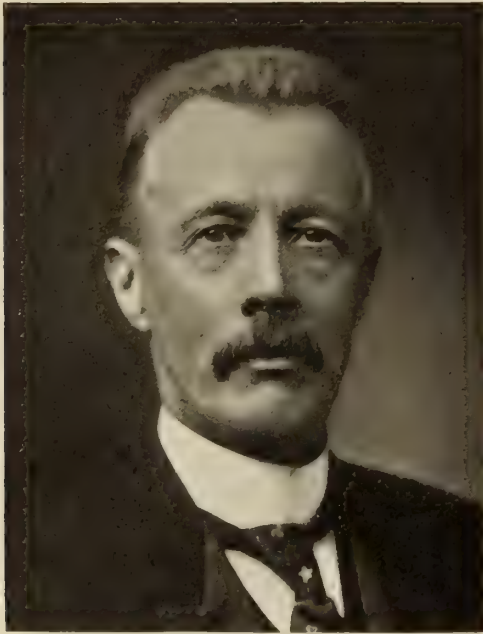
tablishment they are an army of faithful workers, nearly every one of whom has the interest of the firm at heart and is working to advance the interests of the firm as well as their own. I happen to be your senior, by, I think, about a year, so that when I get pensioned off you will come after me very soon. I want to express for myself, and I know for Mr. Gundy, the satisfaction we have had in working with the heads of the various departments all through the house. I know something of the relations that exist between those engaged with other firms and I know of no institution in which the relations all through are as happy as they are here. It is not needful for me to say, Mr. Gage, that you have the cordial best wishes of everyone in the establishment from the top to the bottom.

"There is just one other thing I wish to say, that is, in regard to Mr. Gage's work in connection with the Sanitarium. No one has received more benefit in this regard than the person now talking."

## BOOKSELLER AND STATIONER

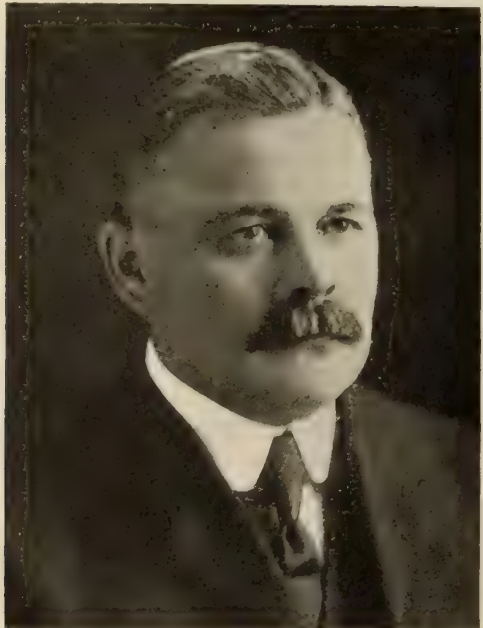
### Mr. Kent.

Mr. Kent, superintendent of the company, spoke briefly: "I do not know that I can add anything further to what Mr. Gundy and Mr. Spence have so well



GEO. SPENCE  
Vice-President W. J. Gage & Co.

expressed, but I wish to assure Mr. Gage of our loyalty. We always want to do what is right by the old house. I will take upon me personally to see that the committee is formed to look after the \$5,000 and will now close by expressing to Mr. Gage our good wishes."



W. P. GUNDY  
General Manager and Treasurer.

### Mr. Knox.

Mr. Joshua Knox, who has been with the house for 37 years, said: "Mr. Gage and friends—All I have to say is that I thought my age was possibly going to excuse me from being called upon. However, I can only

add my testimony to what has already been said as to the kindly relations and kindly feelings that have always existed, and I think will continue to exist between all the members of this happy family. I would also like to add in, I think it was Daniel's words, 'Oh! King, live forever!' I hope you will be spared many years to continue the happy relations that have always existed between us."

### Description of Address.

The handsome address, which was presented to Mr. Gage, was engrossed by A. H. Howard, R.C.A. of Toronto, on vellum. The initial on the first page, was cleverly designed from the doorway of the warehouse and on the second page was worked out in the form of a Geneva Cross, thus illustrating Mr. Gage's interest in the care for consumptives. It might be pointed out in this connection that Mr. Gage initiated the sanitarium movement in Canada. He traveled for months in Europe studying systems of treatment there and as a result



ADAM MILLER  
Founder of the Business.

of his inquiries he founded at Muskoka, the first institution of its kind in the Dominion. He enlisted the sympathy and help of others until to-day a group of sanitariums are doing splendid work in Ontario. From the Free Hospital no patient has ever been turned away from inability to pay for treatment.

The souvenir booklet is a handsomely designed and printed book, giving a history of the firm from the day it was established in 1844 by Adam Miller, down to the present day. Portraits of the officers of the company and the heads of departments appear, together with pictures of the various sections in the warehouse and factory. A tour of the house is described in detail. Appended is an illustrated account of the Kinleith Paper Mills at St. Catharines, operated by the Gage Company.

Joseph Taylor, who conducted a book and stationery business at 288 Queen St. West, Toronto, for the past 40 years, died on May 18 after a long illness. He was 69 years of age.



## WHY NOT RENT PICTURE PUZZLES? —Picture Puzzle Exchanges Prove Successful in the United States—Stimulates Business and Preserves Interest in the Pastime—The Way to Run the Exchange.

A circulating library of puzzle pictures is the latest scheme to add to the profits of the stationery store according to the American Stationer. The renting of these puzzles is being carried on successfully in other lines of business, so why not among stationers? Dealers might raise the objection that if they rented puzzles their sales would diminish. But this is a mistaken idea. As a matter of fact, a rental department would be the means of stimulating the sale of picture puzzles in a great many instances. And then, too, the constant renting of the puzzles would finally bring in more actual cash for each puzzle than if it were sold outright.

It is easy to see why this is so. People who care enough about the fad to want to work one puzzle will, of course, buy new ones, but they will buy only about so many, which, after they are through with them, are exchanged with friends. They will lose interest after a while, if the pursuit of this pastime means a constant drain on their pocketbooks. Of course, twenty-five or fifty cents for a puzzle is not very much, but the man or woman who solves a puzzle in a few hours finds that the purchase of new ones at that rate soon amounts to a considerable sum.

If these same people could take a puzzle to an "exchange" in your town—say at your store—and by paying a few cents could get another one, it would not be long before they had spent more in rental without feeling the expense than if they had bought only an occasional puzzle.

### A Good Way of Advertising.

A "puzzle exchange" would mean a novel form of advertising for your place of business. If people learned that you rented as well as sold them puzzles it is very probable that during frequent trips to the store they would see among the various articles displayed on the counters something they wanted. And doubtless a number of persons who have not become sufficiently interested to buy puzzles might be induced, on seeing how popular was the fad, to rent one in an experimental way.

The enthusiasm for this form of diversion has reached such an advanced stage that it is no uncommon thing for a man or woman to send a puzzle from Maine to a friend in California or vice versa, after it has been solved in the household of the purchaser. With such a universal interest in these toys it is quite evident that an exchange in a town would prove an additional source of income to stationers.

### Some Examples.

On the boardwalk at Atlantic City, N.J., a man not long ago opened such a renting establishment, and it has proved very profitable. Another case is that of a tea room in Fifth avenue, New York. The "puzzle club" in that place now numbers over a hundred members, and the membership is increasing rapidly. Anyone can become a member in one of three ways. First, by paying an initial fee of one dollar; second, by contributing to the exchange one puzzle of a hundred pieces or more, complete and in good condition, together with a fee of fifty cents; or third, by contributing two puzzles of one hundred pieces or one of three hundred pieces without additional deposit. The puzzles remain the property of the exchange. When a member brings back a puzzle not wholly complete in all its pieces or otherwise damaged he may substitute another one instead of paying for it. But

in the case of a stationery store conducting an exchange this would practically mean the purchase of another puzzle on the premises.

In the matter of rental, the tea room has this plan. A member is entitled to take out puzzles one at a time, as often as desired by paying fifteen cents for any puzzle containing not more than one hundred pieces; twenty cents for a puzzle containing not more than one hundred and fifty pieces, and a proportionate increase of five cents for every additional fifty pieces or less. A puzzle may be kept for one week. For a longer period a charge of two cents a day, or not over ten cents a week, is made. Of course more can be charged, according to the size of the puzzle. This exchange started with twenty-five puzzles, and there is no telling where the membership will stop.

## AN OPPORTUNITY FOR THE JOBBERS —Correspondent Suggests a Means of Meeting Eaton's Competition in School Books—Some Sacrifices are Required, but Results will Justify Means.

Editor Bookseller and Stationer.—There can be only one way of fighting the Eaton Company in this school book matter and that is for the jobbers in Toronto and the booksellers throughout the province to make a sacrifice and sell these books to the public at twenty per cent. off. They would then go Eaton one better.

Here is the situation. A customer can purchase a reader from the T. Eaton Co. at 20 per cent. off. If he or she buys at the same time \$25 worth of goods from the departmental store, the goods are delivered carriage free. Otherwise the customer will have to pay postage on the book, which will advance the cost a few cents.

A bookseller, in buying books from the T. Eaton Co. gets the discount, but pays the freight charges. He makes a mere trifle, when he sells the books at the retail price and, if he sells them at the Eaton price, he loses quite a bit. He can't very well meet the Eaton competition without some help.

The jobber has everything to gain by stepping in and helping the retailer. He already sells him school supplies. It is to his interest to see this school supply business supported. If the public gets into the habit of buying supplies as well as books from the department store and, if, as is to be presumed, the department store goes heavily into the manufacture of school supplies, then it is all up with the jobber's business.

Let the jobber buy the books from the Eaton Company, paying cash for them as required, and let him ship the books, carriage free, to the retail trade along with other school supplies. The retailer will then be in a better position to sell the books at the Eaton price. He won't make any money, but he will lose very little. He won't have to pay cash for the books. He will retain the school supply business; for no one is going to send to Toronto for what they can buy cheaper at home.

The Eaton Company are laughing at the retailer. They say, "We can sell the books to the public legally as cheaply as we can sell them to you. You can't meet our competition."

Let the retailers be put in a position to laugh at the Eaton Co., and say, "We certainly can meet your competition, we will sell the books at your price, and our customers won't have to pay postage."

Who will be the first jobber to issue a circular that will gladden the hearts of the booksellers, by offering to supply them with the books, carriage paid, twenty per cent off?

BOOKSELLER.



# PERSONAL AND TRADE ITEMS OF SPECIAL INTEREST

## —Several Items from West—M. G. Hay of St. Thomas Sells Out—Succeeded by R. A. J. Little, formerly of Oshawa—Doings of the Travelers.

M. J. Gaskell, managing director of the Thomson Stationery Co., Vancouver, was in Toronto recently.

F. I. Weaver, bookseller, Berlin, has been elected secretary of the Retail Merchants' Association of that city.

Harold Clarke, of Clarke & Stuart Co., Vancouver, took in a two weeks' shooting and fishing trip last month.

W. A. Pollock, formerly with G. S. Forsyth & Co., now manages the book department of the Thomson Stationery Co., Vancouver.

C. L. Nelles of Guelph was in attendance at the Woodbine Races in Toronto. He was handsomely disguised with a new Vandyke beard.

R. M. Pitts, of R. M. Pitts & Co., Cornwall, was in Toronto recently en route to Manitoba, where he has a farm, which he intended to inspect.

A. A. Perry and Mrs. Perry of Welland came across the Lake to Toronto not so long ago. Rumor has it that Mr. Perry found the passage rather rough.

R. A. J. Little, St. Thomas, successor to M. G. Hay, has secured the services of Mr. Gundy, formerly with Thomas Wheatley of Sarnia.

G. S. Salmond, formerly manager of the Canada Drug & Book Co., Regina, has opened up a book and stationery store of his own in that city.

The Standard Stationery Co., Victoria, of which Huxtable Bros. are proprietors, have recently enlarged their premises twofold by taking in an adjoining store.

Peter Lamont, manager of the Canada Drug & Book Co., Nelson, B.C., has returned from California, where he spent the winter. He is reported to be looking well.

John Doherty has resigned his position as clerk in McMurray & Co.'s book store, Fredericton, N.B., and has gone west to Regina where he has secured a position.

Fire did damage to the book and stationery store of G. V. Strong, Port Hope, on May 30. The whole interior was more or less damaged by smoke and water, and much stock was destroyed.

Congratulations are in order to I. L. Hobden, of the Musson Book Co., Toronto, who is the proud father of a baby boy, born while he was away on his eastern trip. It has been suggested that this will be another "High Hell."

F. E. Grafton & Sons, Montreal, recently issued a new edition of "Sights and Shrines of Montreal." Many spots of historical association are fully described, also many early legends in connection with the founding of the city.

B. Toon has accepted the position of manager of the book department of Spencer Limited's store in Vancouver. He was formerly with the T. Eaton Co., Toronto and later with the Thomson Stationery Co., Vancouver.

George Stewart of the Oxford Press and J. B. Hay of Eaton, Crane & Pike Co. went tandem in their trip

to the Maritime Provinces this spring. One of the bright spots in their tour was a day's fishing at Lake Annis in company with E. J. Vickery, the Yarmouth bookseller.

M. G. Hay, St. Thomas, has disposed of his book and stationery business to R. A. J. Little, formerly of Oshawa, but late of Edmonton. Mr. Hay is one of the best known booksellers in Canada, always taking an active interest in trade affairs. He is a member of the executive of the Booksellers' and Stationers' Association. Mr. Little, who succeeds him, is also a popular member of the trade, who will be welcomed back to Ontario. Mr. Hay will continue to reside in St. Thomas.

An act of heroism lies to the credit of Lorne D. Graham, city traveler for Buntin, Gillies & Co., Hamilton. A horse attached to a carriage in which a lady was driving became frightened at a street car and made a sudden bolt. The lady jumped out, and before any damage was done Mr. Graham grabbed the reins and soon brought the horse to a standstill. There was quite a crowd around at the time, but no one was cool enough to act until Mr. Graham got on the job.

### Notes From the U. S.

The Chadwick Copying Book Co., of Springfield, Mass., have assigned and the National Blank Book Company of Holyoke, Mass., have purchased their stock, machinery, book accounts and all other assets. The Chadwick specialties will be continued as before.

The Sam'l. C. Tatum Co., Cincinnati, held their fiftieth anniversary on the afternoon of June 10, marking the occasion by an inspection of their new plant at Colerain and Monmouth Avenues. Those who have, in the past, visited their old location on Water Street in Cincinnati, where they have been doing business for half a century, will appreciate the changed conditions of the new plant, with ample floor space, exceptional fire protection and light, and a beautiful park in front to make business hours pleasant.

The Year Book of the National Association of Stationers and Manufacturers of the United States, containing the official verbatim report of the Fourth Annual Convention, held at Boston in 1908, makes quite an imposing volume of over 200 pages. A great deal of valuable material comes out at these conventions, which it is only right should be preserved in permanent and serviceable form. In addition to the report, the volume contains portraits of the past presidents of the Association. Copies can be obtained from H. W. Rogers, secretary, Box 1121, New York City, at the nominal price of \$1.00.

### The "2 in 1" Man.

There is a big jovial stationery man, by name, "Bill" Smellie, who hails from Toronto and travels for George B. Hurd & Co., New York. Just about everybody in the trade knows him, for it's not so many years since he used to "hit the road" for Gage's, Toronto. Ever since a memorable day last summer "Bill" has been known among his intimates as the "2 in 1" man.

Now, he didn't get this name on account of his size.



It is really a memento of the 1908 golf season. "Bill" is an ardent devotee of the royal game. In fact, so attached is he to the sport that during his lengthy summer vacation, he moves his household goods from his winter mansion in Parkdale right out beside the Mississauga Golf Links on the banks of the Credit River.

One notable day there was a tournament on the links and "Bill" was drawn against a redoubtable player named Dr. Webster. The match was to be played somewhat late in the afternoon. To put in the intervening time, "Bill" suggested having a friendly game with George McLeod, the publisher, who is also mildly addicted to golf in the summer. The pair went round the course in record time, with Smellie a winner. Then came the match game with Dr. Webster.

When the pair holed out on the last green, and set out for the clubhouse, there was quite a gathering on the verandah, all eager to learn the result. "Bill" marched along chestily in front, with the Dr. some paces in the rear. Somebody called out to know who had won. "Bill" jerked his thumb over his shoulder and replied, "Ask the Doctor." Then, as he passed into the clubhouse he proudly held up two fingers and proclaimed, "Two in one day!" And that is how the epithet still clings to him.

### CALGARY.

Calgary, June 2.—Recent purchases of Eighth avenue blocks have necessitated other deals. D. J. Young and company, whose present stand was recently acquired by the Molsons bank, have secured 25 feet just west of Hurd's store on Eighth Avenue west, and will put up a two-storey brick block, which will be devoted to their book and stationery business. The sale was negotiated by Graveley and O'Neill, and though the figure is not obtainable, it is believed to have been a good sum. The congestion of business in the Eighth Avenue blocks has necessitated an extension of the area, and the block in which Mr. Young has acquired property is now undergoing a complete transformation, owing to the numerous business houses which are being put up.

### FORT WILLIAM.

Fort William, June 5.—Trade conditions during May have been ideal. All stationers report an extra busy month. The tourist trade has started in earnest, and souvenir leather goods are in great demand. There is a want of a better class of souvenirs than in former years. The 24th made things lively for the trade, and nearly all our bookstores were sold out of fireworks when the morning of the 25th dawned. Post cards are selling well—better than ever—local views being the best sellers. Books are not selling very well at present, but a number of the late copyrights are still selling. There has been a large trade in office supplies this spring, and it is still keeping up. Generally speaking, the merchants are very much elated over the spring trade, and are very optimistic regarding the rest of the year.

Mr. Thompson, of the firm of Stewart & Thompson, was married on Thursday, June 3. Mr. and Mrs. Thompson left that same day for a honeymoon in the west.

John Hill, the new proprietor of the Central Bookstore, has settled down to business, and says trade is excellent.

Stewart & Thompson have installed an up-to-date soda fountain, and are doing a big business in the ice cream line already.

### MONTREAL.

Montreal, June 9.—Most of the large Montreal booksellers and stationers, situated mainly on St. Catherine Street West, reported a big picking up in trade during the past month. The fine summer weather prevailing throughout the latter part of May served to brighten up things generally and sales were away ahead of those of April. At the time of going to press retail bookstores had just about started their extensive preparations for the large tourist trade usually transacted during the summer months. Some prominent booksellers advertise the fact that they have English specialties for the American public and American specialties for the English people.

Novelties in picture postcards are selling well. Quite a number of merchants are complaining of the way in which the view post cards are being sold, and state that price cutting has spoilt this trade somewhat. As views of various towns are always in demand certain merchants cannot see why this line should retail at 1 cent when there would not be the least trouble in selling them at 3 for 5 cents. The sale of comic cards is about the same as usual.

In current fiction, "The Three Brothers," by E. Phillpotts, published by Macmillan, is having a steady sale just now. Musson has two good books in "Marriage a la Mode" and "Set in Silver." The former is written by Mrs. Humphrey Ward and the latter by C. N. and A. M. Williamson. "The Actress," by L. C. Hale, published by Harpers is also prominent as a seller in Montreal bookstores. Two other recent publications of this house are "Katrine," by E. M. Lane, and "The Spell," by W. D. Orcutt. There is a steady demand for these two last mentioned books.

One bookseller reports a steady sale for "The Trail of The Lonesome Pine," notwithstanding the fact that it has been some time on the market. One of the best selling books at the present writing is "The Bronze Bell," by Louis Joseph Vance, published by Briggs. Another work published by this house and which is active is "The Girl and The Bill," by B. Merwin.

Now that the summer months are at hand paper covered novels are prominent in window displays, and many booksellers have already started bidding for this trade. A special sale of 75c English copyright paper covered novels was noticed at 25 cents.

Other book stores during the present month are pushing the sale of stationery lines for the convenience of the public who enjoy living in the country during the summer.

### Personals.

Chapman's Book Store, Montreal, recently issued their special list of cheap reading for summer months.

Harold Copp, of the Copp Clark Co., Toronto, was at the Windsor early in June with summer lines of new books.

Thos. Allen, of McLeod & Allen, Toronto, was in Montreal towards the end of last month on a short visit. Mr. McLeod, his partner in business, has not yet returned from England.

F. E. Phelan, bookseller, St. Catherine St., Montreal, finds that his business has increased so enormously that more space has become an actual necessity. The store is now being rebuilt with business going on during alterations as usual.

Scroggie's have gone out of books and stationery and have made arrangements for the use of some of the top floors in the Cambridge Corporation building next door to clear out their stock. Any of their customers



who want books and stationery are referred to the Cambridge Corporation or Renouf Limited. The last mentioned firm is building quite a large annex.

Roy McDougall, manufacturer's agent, Toronto, Mr. Hay, with Eaton, Crane & Pike, and Mr. Smellie, with Geo. B. Hurd Co., were all in Montreal late last month showing lines of Christmas goods. Mr. Moir, for Brown Bros., was also here looking after the pocket diary business. All reported good sales and tried to live up to the rosy hues of the new dining room at the Windsor Hotel.

H. H. Hebb, with the L. E. Waterman Co. Ltd., Montreal, left early in the month, on his annual three months' trip to the coast. F. T. Waterman, president of this company, passed through Montreal towards the latter end of May previous to his journey to Vancouver and Seattle. At the latter place the L. E. Waterman Co., New York, have a large and modern exhibit of their various lines at the exhibition.

### VANCOUVER.

Vancouver, June 1.—Business has improved during May. The visit of the Japanese warships created much interest, and retailers did a good trade in flags and decorations. Some excellent postals were quickly placed on the market and met with a ready sale. The Prince Rupert townsite sale also attracted a large number of visitors to the city.

White & Bindon have added to their stationery stock a full line of the high-grade English "Wellington" series of plates, papers and photographic materials.

On May 22 negotiations were completed whereby certain changes were made in the personnel of the Thomson Stationery Co., Messrs. M. P. and J. A. Thomson retiring. The name of the company will not be altered nor its place of business changed, although new interests are in. The president of the new company is E. B. Morgan, and M. J. Gaskell, present manager becomes vice-president and managing director. E. F. Odium, who for six years has been secretary to the company, will take up the position of secretary-treasurer. Other members of the company are Prof. E. Odium, R. L. Reid, and A. Stabler, who has been superintendent of the printing department. The business will hereafter be run as a limited liability company, and the new owners have taken possession. Messrs. Thomson established their store in Vancouver about 21 years ago. Their business has been conducted with ability and enterprise and has met with marked success. It is almost exactly 28 years ago since they started business in Portage la Prairie, and coming west had stores also in Calgary and Nelson. These interests have been previously disposed of.

### OTTAWA.

Ottawa, June 7.—Ottawa booksellers are not experiencing any rush now, rather the contrary. Of course there is a general trade for books and magazines, but so many new books are being published there is just at this time not much specific demand for particular volumes. "The White Sister" is naturally being asked for, but as this writer's works are considered more of the standard than of the passing variety, the immediate sale is not large. It was remarked by one bookseller to-day that these numerous publications would be more welcome at some other season of the year than the present.

Tourists and holiday seekers, another pointed out, do not as a rule purchase the higher priced novels, but rather buy the cheaper editions, as books thus bought are usually left at the stopping places. One of the most prominent of literary men and lecturers in Ottawa and in fact this section of Canada, Dr. John Francis Waters, dropped dead at his office last week.

C. H. Thorburn has an attractive display of the Swan Fountain Pen in his window. He has secured the agency for this writing utensil and anticipates a favorable demand for the same.

A new Tourist Guide Book of the City of Ottawa will shortly be issued by Geo. F. Abbott, of James Ogilvy's. Mr. Abbott has designed his book to especially meet tourist requirements and the specimen sheets exhibited auger well for an interesting and instructive little volume.

At the recent meeting of the Royal Society of Canada, a very important and scholarly lecture on the Copyright Law was delivered by Dr. Roy of the Archives Department.

Basil Reid has in publication a map of the city, corrected to date. All the important places are well noted on the drawing and even the lots are numbered. The map will shortly be issued from the press of the Mortimer Co.

A free distribution of Harmsworth's Red Magazine is being made with the object, of course, of increasing its sales.

J. G. Kilt has moved into new premises which are considerably larger than his former store in the Corry Block, and books and literature of all kinds are arranged to the best of advantage for the buyer.

### BERLIN.

Berlin, June 1.—At the annual meeting of the Retail Merchants' Association of Berlin, F. I. Weaver of Weaver's Bookstore, was elected secretary, succeeding S. A. Brubacher who has filled the position for six years. This association has been a source of much benefit to the merchants of the town, the concerted action of the members resulting in considerable legislation in behalf of the retailers being put through the town council. One of the greatest benefits is the credit reporting department operated in connection with the organization. This has resulted in bringing in a lot of old debts many of which the merchants had despaired of ever collecting. A list of "bad pays" is regularly furnished the members and the existence of this list is known to the public, inspiring many people to pay their debts, who would not otherwise have done so.

Tendering for the annual school contract has come to be considered a sort of a joke among the trade here. The figuring has got down so fine that it is now a question whether the man who gets the contract is not more fortunate than the tenderer who is awarded the contract. The margin of profit after taking into consideration the freight is less than 5 per cent. This year the successful tenderer is M. Cressman, who has a stationery department in his general dry goods store. The only other tenderers were J. P. Bender & Co., and the Telegraph Printing Co. The German Printing and Publishing Co., F. I. Weaver & Co., and Douglas Bros., who figured in former years did not consider it worth while to tender at all this year. In addition to blank books the School Board is now buying pencils, holders, pen points, chalk, and ink by contract as a result of which the sales of school supplies in the bookstores has greatly diminished.



While playing a game of football J. C. Jaimet had the misfortune to break his right arm. Mr. Jaimet is manager of the branch store of F. I. Weaver & Co., in Waterloo.

## TORONTO.

Toronto, June 5.—There was great elation around the Methodist Book Room last month when it became known that their tender for the Ontario Government printing had been accepted. The contract includes everything except blank books and ruling and is for five years. With their huge plant, they will be able to make light work of the job.

man & Sons, London, to Toronto, Henry Button, of Cassell & Co., gave an informal luncheon party in his honor at the St. Charles. Among those present were H. L. Thompson, of Copp, Clark Co.; Wm. Tyrrell of Wm. Tyrrell & Co.; E. W. Walker, Methodist Book Room; J. E. Robertson, Westminster Co.; George H. Locke, Public Librarian; Henry Brophy, Toronto News Co., and W. A. Craick, Bookseller and Stationer. All joined in wishing Mr. Power a safe voyage home and a speedy return to Toronto.

The Sutcliffe-Edmisson Co. have sold their stock and fixtures at 76 York Street to their predecessors, F. and E. W. Kelk, and will now devote their attention exclusively to an import business. Their new address is



A HANDSOME TROPHY

Presented by Chas. Goodall & Sons to the Lawn Bowlers of Toronto.

Work on the new factory of the Copp, Clark Co. is progressing satisfactorily and the firm expect to be able to occupy the building in the early autumn.

A fire did \$10,000 worth of damage to the stock and premises of the Peerless Carbon Co., 176 and 178 Richmond St. West, on May 18. The loss is partially covered by insurance. Eighteen employes were temporarily laid off, but these have since resumed work and orders are being satisfactorily filled. A large shipment of cloth and paper which the concern had in customs at the time of the fire helped them materially to resume business shortly after. The damage done was principally to the stock and building. The machinery was only slightly affected.

During the visit of A. D. Power, of Sir Isaac Pit-

Nordheimer Building, York Street, and the firm style is The Sutcliffe Co.

The handsome trophy illustrated on this page is unfortunately not offered to the bookselling trade in Canada for feats of agility in selling goods. It would be a nice thing if it were. This particular trophy figures in the bowling arena and has been offered by the firm of Charles Goodall & Sons, London, the playing card makers, through their Canadian representative Aubrey O. Hurst, to the principal lawn bowling clubs of Toronto for contests in Scotch doubles. Mr. Hurst is himself an ardent lover of the game and his interest in this matter has delighted Toronto bowlers. The trophy was on exhibition for some time in one of the big show windows of the W. A. Murray Co., Toronto.

# WHAT MANUFACTURERS AND JOBBERS OFFER— More About School Lines—Germ Proof Slates to the Fore—Steel Die Stamped Holly Cards—Pictures for Stationers.

## Slates—Then and Now.

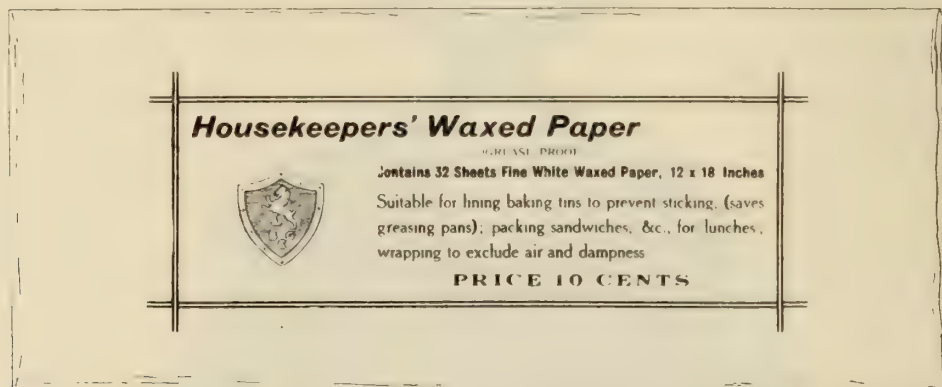
Not so very many years ago slates were used exclusively in the junior classes of schools, and in many instances, in the higher grades as well. Gradually, however, paper superseded slates, and to-day it is paper that is most used, even in the lower grades. What caused the change? Possibly the banishment of the slate came about, indirectly, through the efforts of the teachers. It was said that the noise from the slate pencils was nerve-racking.

It is doubtful if the question, "Is a slate more sanitary than any other writing surface?" ever presented itself; but it is just this question that is bringing the slate back again to its rightful place in the schoolroom. It has been proven by the medical fraternity of London, England, that slates are "more sanitary," and, furthermore, that the glare from paper not infrequently impairs the eyesight of the children. The London School

## Prominent in London Department Store.

One of the most attractive departments in the newly opened London department store of Selfridge & Co. is that devoted to paper art work, under the direction of artists from the Boston store of the Dennison Manufacturing Co. Though crepe paper has been known for many years in England, it has never reached the perfection of manufacture and development shown by Dennison papers, and Selfridge & Co., recognizing this fact and seizing every opportunity to present to the London public up-to-date and interesting goods, have enlisted the active support of this American firm.

An endless amount of Dennison merchandise is, besides, used throughout the store. The new Selfridge shipping tag is Dennison make, a beautiful specimen of green sunk letter work. Dennison's pin tickets, folding tickets, gummed labels, merchandise tags and boxes are being used extensively in the various departments, while



Board are, therefore, using slates exclusively in the junior classes.

The slate of yesterday was good; the slate of to-day has in every way proven itself superior. Mention might be made particularly of America's Best Slate, as hygienic and sanitary. Made of the highest grade slate, with frame of selected hardwood, and corners joined by the triple tenon joint—two tongues interlocking into three tonges, so that no cranks or crevices are evident, it eliminates the possibility of disease-germs adhering to the slate or accumulating in the corners. The question in the schools to-day is one of sanitary conditions and the risks run from the danger of contagion. The solution of the question is in the use of America's Best Slate.

## Oxford Picture Books.

According to a statement made by S. B. Gundy, manager of the Oxford University Press, Canadian branch, the series of picture books being published this year by Henry Frowde in conjunction with Hodder & Stoughton, is being received with great favor by the trade in Canada. Mr. Gundy points out that these goods can be bought at prices, which give the trade a big profit and enables them to meet the prices of the department stores. The books, as shown to Bookseller and Stationer, are certainly remarkable value. They are issued in a number of series, ranging in price from 10 cents up.

the stationery and photographic departments, as well as the art, are well supplied with Dennison fast-sellers.

To maintain the high quality of this paper art work after the return of these Boston artists, workers at the Dennison London house are being educated, and Cooper, Dennison and Walkden, 7 and 9 St. Bride Street, are confidently expected to carry paper development in England to the grade of excellence so universally acknowledged in America.

## Housekeepers' Waxed Paper.

The above illustration shows a package of housekeepers' waxed paper, sold by Buntin, Gillies & Co., of Hamilton. The many uses of this handy package make it indispensable to every housekeeper, especially during the summer season. A sample package will be sent on request.

## Binders for Note Books.

The W. J. Gage Co. have secured a stock of new loose leaf binders to be used on school note books and memorandum books. This is considered a great improvement upon anything ever before introduced upon the market. It is called "Gage's Centric" Loose Leaf System. It is very simple and convenient to operate. The book is opened or closed by simply turning the button quarter way around, thus locking it or unlock-



ing it in a moment. The books will be made in a great variety of styles including every kind of a book from a memorandum book to a quarto scribbling book in a variety of bindings. There should be a good demand for this convenient system as it is something that will be appreciated by almost anyone who has occasion to use these books.

#### Gage & Co.'s Slates.

W. J. Gage & Co., Toronto, are now taking orders for the new Germ Proof slates, in all styles. The new process of manufacturing slates so as to render them sanitary and proof against germs, which has been put into effect by the National School Slate Co., is undoubtedly the greatest improvement made, so far, in this indispensable school article. Every teacher and pupil will be glad to know that such a slate can now be obtained, and at the same prices as have been paid for the ordinary common slate. In addition, these Germ Proof slates, as sold by W. J. Gage & Co., are all stamped "First Quality" as the slates and frames are the best grade that can be made. Dealers are advised to look for the stamp "First Quality" when buying their stock of Germ Proof slates, as this style is also made in a cheaper quality. W. J. Gage & Co., Limited, will be glad to supply dealers with any information desired in regard to these new slates.

#### Harcourt's Lines.

Ontario copy books and Quebec copy books, five numbers at 3c each, are what the E. H. Harcourt Co. Toronto, are offering the trade. In Quebec the retailers who buy in gross lots will get a discount of from 10 to 20 per cent. from this company. In school scribblers they have a large assortment of special designs which are almost sure to please. Among the assortment are the following titles, printed in a number of colors. "Zouave" is a design which will be particularly suited to the Lower Provinces, showing on the cover a French Flag in the back ground with the figure of Zouave in front in full military costume. It makes a very striking cover. "The Wood-Picker" is the title of a book that should prove popular. It shows the wood picker busily engaged on the bark of a tree; the tree reproduced in natural colors, forming the cover. Another cover which should have a good run is "The Beaver," which is made to represent birch bark and is a very close imitation indeed. The cover shows the Beaver as the centre piece and is printed in a sepia tint. In "School Days" the reproduction of the school bag forms the entire cover with the inscription "School Days" neatly lettered. "Red Squirrel" is a rather elaborate design of a squirrel on a blue background with fir cone border. "Bull Frog" as the title indicates, is a scene showing a frog jumping into a lily padded pond. An interesting little subject is called "Little Dutch," showing a girl going to market with farm produce. There is a companion cover to this showing a little Dutch boy. "Spring Time" is an allegorical scene representing this joyous season of the year. These are a few of the new ones which E. H. Harcourt Co. are showing. They are specially made up for this season's trade. They are a little above the ordinary in the line of school covers. "Caroline"—a new one showing a very life-like representation of a pretty white cat on a blue back ground. "Towser" is a companion cover showing a pug dog on a blue back ground. These are now ready for delivery. E. H. Harcourt Co. are also carrying a special line of books for the jobbing trade including Christmas books and scribblers. They are entirely new and claim that nothing like them has

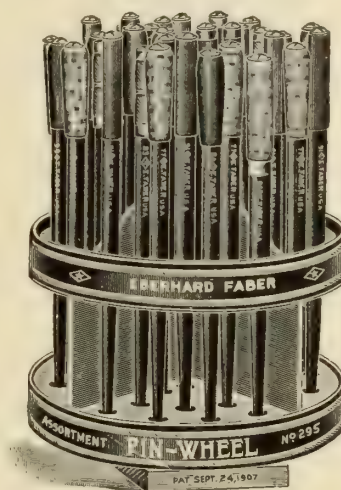
ever been on the market before. The prices, considering quality, are marked down very low.

#### Steel Die Stamped Holly Cards.

Little steel die stamped holly cards constitute one of the best selling novelties for stationers during the holidays on the market. The die stamped cards have the advantage of sale over the printing press embossed and lithographed ones inasmuch as they appeal to the better class of trade. Hundreds of thousands of these little cards are sold every year, it having become a custom with the refined class of trade to enclose such a card with all presents. The immense sale for these little cards enables them to be made in such quantities and under such conditions of economy that they are sold to dealers at a price which enables them to sell readily at a good profit. The most extensive line of such goods is made by the Chas. H. Elliott Co., Philadelphia.

#### Pinwheel Assortment.

The Pinwheel is a new style of assorted box of penholders, which revolves on centre pivot. It is furnished with 3 dozen extra quality holders, cork, rubber and other style tips, assorted, all of which retail at 5c. The



assortment is stocked in Canada by W. J. Gage & Co., who also show a number of other interesting lines.

#### Photograph Albums.

The Copp, Clark Co. offer an attractive and useful line of kodak albums for amateur photographers, who at this season of the year are looking for something in which to preserve the summer's anticipated product of the camera. One line is of carbon black paper with "Photographs" embossed in white on the cover leaf, 4 sizes, 32 pages each, 80c, \$1.20, \$1.50 and \$2 per dozen.

The "Scenes by the Way" assortment are very artistic, especially the two larger sizes. One bound in padded leather cloth, with real gold lettering; another in padded art vellum with gold lettering. Over 100 openings on assorted color mounts. \$12 and \$6 per dozen, respectively.

There are also two cheaper lines in colored art cambric, lettered "Scenes by the Way," and holding 24 different shapes. \$3.25 and \$1.75 per dozen.

#### The "Centric" System.

Probably the most interesting production of the season in the department of school supplies is the adaptation of the loose-leaf system to note books. This has been accomplished by W. J. Gage & Co., Toronto. The "Centric" note book is composed of cover and back of



strongly-made linen-covered boards, equipped with an attachment, whereby sheets can be rapidly inserted or withdrawn. The cover is hinged to turn back flat, so that the note book can be conveniently held on the knee or placed flat on a desk.

The beauty of the "Centric" system is that only one book is needed, for the sheets can be removed and filed away under various headings. Sheets can be taken out and destroyed without damaging the book. Teachers are able to examine the sheets without having to carry the whole book. It saves the waste of partly used books.

## "Gloy."

"Gloy" is a vegetable adhesive, not affected by atmospheric contact. A special brush and cap are provided with each bottle. In the 5-oz. size the bottles come at



A Good Sticker - Copp, Clark Co.

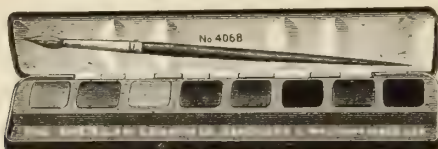
\$1.75 per dozen; in 10-oz., at \$2.75, and in the gallon size at \$2 each.

## Real Germ-Proof School Slates.

The National School Slate Company reports very satisfactory results from their advertisement in the May issue of this publication. They show in this number, "How They Do It" and from the photo shown and the information of the Canadians who have visited the works of the company, it is apparent that they really have something new and better than the common slates to offer to the trade. The process to make a slate really germ-proof is said to be a rather elaborate one, requiring the use of complicated and expensive machinery. The makers of germ-proof slates claim that within a short time the common school slate will be a thing of the past. These goods are for sale by all leading jobbers.

## New Paint Box.

The Copp, Clark Co. show a new box, No. 4068, containing brush and eight colors in water-color paints. It



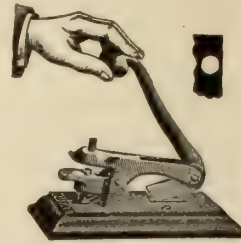
New Paint Box - Copp, Clark Co.

is an exclusive line, suitable for art work in schools. \$2.65 per dozen.

## A New Office Punch.

The Mutat punch illustrated herewith fills the growing and insistent demand for a single  $\frac{1}{4}$ -in. round hole punch. It is mounted on an iron base  $3\frac{1}{2} \times 5\frac{1}{2}$  inches,

handsomely finished in maroon. The varied uses of loose-leaf sheets have developed the call for a inexpensive punch capable of punching one or more holes in varied



Mutat Punch Sam'l. Tatum Co.

positions. Mutat punches are of the same high "Tatum" quality as other goods made by the manufacturer, the Samuel C. Tatum Company, Cincinnati, Ohio.

## Pictures for Stationers.

Catalogue No. 7 of the Gubelman Publishing Co., 801 Third Avenue, New York City, contains miniature reproductions of several hundred attractive prints made by these publishers. The subjects range from the more serious work of the old masters to the lighter work of modern artists. Among the sporting pictures are several Canadian scenes by Megargee. It would be well worth the while of our readers to send for this catalogue and put some of the prints in stock. They would undoubtedly draw custom.

## Handy Paste Jar.

The handy paste jar of white paste, offered by the Copp, Clark Co. has brush and water reservoir. It is suited for office and household uses.



Handy Paste Jar - Copp, Clark Co.

## The Wirt Safety Pen.

Only those who have used a good non-leaking fountain pen can appreciate its advantages. Each year has emphasized the necessity of a fountain pen that the business man, ladies and the traveling public may carry in any position, in the hand bag and in the trunk. The Wirt safety is made in two lengths, vest pocket,  $3\frac{3}{4}$ -in., regular,  $5\frac{1}{2}$ -in., and in four sizes, carrying No. 2, 3, 4 and 5 pens, respectively. Their claim of superiority is simplicity, durability, no valves, no springs and no soft rubber. Every part is as indestructible as the hard rubber. They have combined with safety and convenience a fountain pen by which the individuality of hand-writing is maintained. Simply place the cap over the gold pen end, screw properly to place and you have sealed the ink in the barrel. The pen is unconditionally guar-



anteed, which means your money back when not satisfied. The Brown Bros. are Canadian agents for all the pens made by the Paul E. Wirt Co.

### New Line of Display Fixtures.

Occasionally some one gets up an article that everyone seems to be waiting for, and it meets with demand as soon as it is offered for sale. The line of sectional display cabinets manufactured by the Gier & Dail Mfg. Co., of Lansing, Mich., seems to have met a need of retail stationers and newsdealers. These cabinets have been on the market less than a year and over 7,000 of them have been sold throughout the United States, Canada and foreign countries.

These fixtures are built upon a very simple invention of pressing a continuous strip or series of pockets from one piece of steel, without joints or solder, in such a way as to make a perfect receptacle for holding magazines, post cards, tablets, bound books, dime novels and sheet music.

They solve two great problems for the retailer—



No. 22, Tablet Cabinet.

No. 20, Magazine Cabinet.  
(Gier & Dail Mfg. Co.)

economize space and effectively display goods. As an example of the advantage of these fixtures in economizing space the No. 20 magazine cabinet shown occupies

only 28 inches floor space, but displays 64 different magazines and carries a stock of over 300. It would require a table 25 feet long to show this number.

The No. 22 tablet cabinet is one of the most practical fixtures they build, because the sale of tablets de-



Six Sizes of Floor Post Card Racks—Gier & Dail Mfg. Co.

pends so much on the display the dealer can give them and this fixture makes a most attractive way of displaying the line. It can be seen by every one entering a store and if a customer is in need of a tablet at home they cannot help but think of it when they see this display.

A most complete line of post card racks are put out by this concern; they have fourteen sizes of floor racks, counter and suspended racks, to suit the conditions of any store.

Every retailer will find suggestions from this line that will prove practical and inexpensive for him to adopt. By writing to the main office of the Gier & Dail Mfg. Co., Lansing, Mich., a catalogue can be secured that describes the thirty-six different sizes and styles of cabinets and explains the uses of these steel pockets for filling up blank wall space, window display, etc.

Victor Kremer Co., Chicago, have an exceptionally good thing in "Moon Beams and Dreams of You." It is still selling well although on the market for some time. Another is, "Like the Rose, You're the Fairest Flower."

## THE BEST OF MATERIALS

can be spoiled in the making. Good paper badly cut, carelessly folded, improperly marked and slowly delivered is good material wasted. From first to last, from the rags and the water to the cases in which shipped, every process in the manufacture of our papers is in accordance with the highest principles of paper making and manufacture. Every detail is under strict, expert supervision. This means consistent and even quality, correct styles and quick and accurate service and no disappointments to dealer or consumer.

IF YOU NEED A WEDDING ORDER IN A HURRY, WE CAN ALWAYS ACCOMMODATE YOU. OUR QUALITIES AND SIZES ARE CORRECT

**GEO. B. HURD & CO.**

**Fine Paper Makers**

**425 & 427 Broome Street, New York, U. S. A.**





## IMPORTANT MOVE BY PITMAN & SONS —English Publishers arrange for Extensive Developments of their General Lines in this Country.

Mr. A. D. Power, the London manager of Sir Isaac Pitman & Sons, 1 Amen Corner, who has recently paid a visit to Toronto, informed a representative of The Bookseller and Stationer that his house, which during the last few years have added general publishing to their other departments, intend to extend very considerably the scope of their business in this direction in Canada, and that an announcement to this effect will shortly be made.

Interviewed by The Bookseller and Stationer, Mr. Power explained that he had visited Canada five years ago, on a round-the-world trip for Hutchinson & Co., shortly after which he had joined his present firm.

"What are your expectations with regard to Canadian business?" he was asked.

"We are hoping for great things," replied Mr. Power, "we wouldn't go in for this big scheme if it wasn't the case. We are not so foolish as to expect that every book we publish will appeal to Canadians. But on the other hand there are many of our books, which are of interest all over the world—the Makers of National History, Countries and Peoples Series, and the All-Red Series, for instance, and such books should sell well."

"What is the scope of your publications?"

"Originally they were limited to books on stenography and typewriting. Then the firm took up the publication of commercial texts and elementary educational books, and five years ago they bought out the general publishing business of Isbister & Co. and became general publishers. Speaking generally, our publications fall under four heads,—shorthand books, commercial and business books, educational books, and general literature. We publish fiction too,—just three or four books a year, but no juveniles. It may interest you to know that we are the English publishers of the Canadian story, "Anne of Green Gables," which is selling well in England.

"One of our notable publications is the All-Red Series, in which volumes on Australia and New Zealand have already appeared and one on Canada is soon to be published. In the Makers of National History Series, we are preparing to issue a "Biography of General Wolfe" by Edward Salmon, managing editor of the "Saturday Review."

These are a very few of our leading publications. As in the past, the exclusive agency for the Isaac Pitman shorthand and typewriting publications will be controlled by the Commercial Text-Book Company, and the Copp, Clark Company Limited, of Toronto."

Mr. Power left Toronto for New York on May 31 and sailed for England on June 5.

## AN OTTAWA NEWSDEALER'S DISPLAY —E. W. Martin Features a Magazine—Sales Increased thereby by 100 Per Cent. — Mechanical Windows are Favored.

E. W. Martin, Bank Street, Ottawa, believes in the trade-drawing qualities of a good window display. The fact that his place of business is not just in the downtown district, renders it all the more necessary to use such means to attract trade. A month or two ago Mr. Martin decided to feature Everybody's Magazine in his

window. The central object was a wind-mill driven by electric power and supposed to be grinding out copies of



W. E. MARTIN  
The Ottawa Newsdealer.

the magazine for the public. The work of dressing the window was done by Oliver Combridge, who makes a specialty of such work and achieves striking results. As it was, the window was considered so good by the publishers of the magazine as to merit a prize of \$7.00.

Mr. Martin states that the sale of Everybody's increased fully one hundred per cent. as a result of the



A Unique Display of Magazines.

special display and other magazines shared in the increased sales.



# "WELLINGTON"

PLATES, PAPERS, AND FILMS  
PHOTOGRAPHIC SPECIALTIES.

SHOULD BE STOCKED BY ALL STATIONERS DURING THE SEASON.

A GREAT SIDE LINE, WITH A DEMAND ALREADY MADE.

OUR ADVERTISING CARDS ARE THE FINEST KNOWN.

(WELLINGTON AND WARD) WARD AND CO., 13 St. John St., MONTREAL



## The Uniformity of Peerless Carbon Paper

Peerless Carbon is uniform. The first essential to uniformity is experience on the part of the makers. The other essential of uniformity is excellence of the raw material. We could buy colors for 40c a pound. We prefer to pay \$4—to get the best—to make sure of uniformity. The price is a minor consideration but you will find it right. Let us quote you on ream lots. Do you want a complete set of samples, free?

**Peerless Carbon and Ribbon Mfg. Co., Ltd.**  
Factory, 176-178 Richmond Street West, Toronto

## The Patent "Interleaf" Post-Card Album

The most perfect album ever published. Requires only to be seen to be appreciated. Best British Manufacture. Holds either 6 upright or oblong Cards all on one page. No Corners of Cards protrude on either side of leaf but are perfectly protected. Published in five different Bindings, to hold 300, 400 and 500 Cards respectively, and retailing from 6s. to 18s. each. Specially suited for use on Shop Counters for exhibiting Picture Post Cards.

Full particulars and terms, etc., post free on application.

Inspection Invited.

Sample Album will be forwarded on receipt of 4s

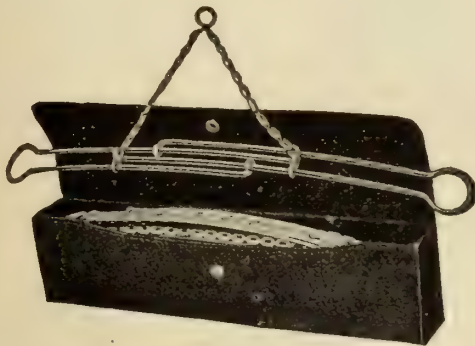
Carriage extra. Published exclusively by

**The Patent "Interleaf" Album Co., Limited**  
13, New Street, Covent Garden, London, W.C., England  
Tel.: Berghoff, London. Code: 5th Edit. A.B.C.

MAY BE HAD OF ALL WHOLESALE AND EXPORTERS

## Tourist Leather Goods

WE MAKE A LARGE COLLECTION  
OF ARTICLES FOR TRAVELLERS



COAT AND TROUSER HANGERS IN CASES  
SEND FOR NEW ILLUSTRATED CATALOG

Manufactured by

**C. F. RUMPP & SONS**



*Fine Leather Ware*

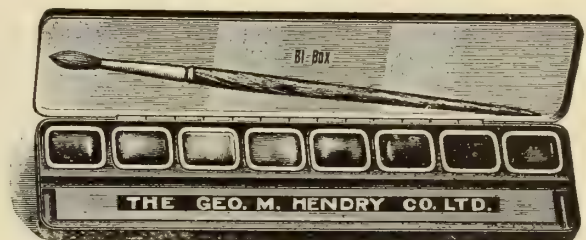
ESTABLISHED  
1860

PHILADELPHIA

NEW YORK SALESROOM—683 and 685 Broadway (Cor. 3rd St.)

## Before School Closes

Send us the name of your art teachers, and we will send you and them samples of the finest school water colors and crayons manufactured. We will help you to get them to decide on what they will use next term, and will arrange to let you handle the line exclusively, and show you a good profit and a well satisfied teacher. Write at once for samples and prices.



*We are wholesale dealers in everything  
that a school needs. Write for discounts.*

**The Geo. M. Hendry Co., Limited**  
20 Temperance St., - Toronto, Ont.

## GOOD PROSPECTS FOR A MUSIC DEPARTMENT—The Advent of Moving Picture Theatres with their Illustrated Songs is Tending to Build Up Sheet Music Business—Some of the New Pieces.

Canada is rapidly developing into a music centre. Within the past three years music halls and moving-picture shows with illustrated songs have cropped up from one end of the Dominion to the other. Small towns, which could not support theatrical companies are now to the fore with music halls and each evening sees the music-loving public parting with their five and ten-cent pieces in each of these towns, enjoying the moving pictures and illustrated songs to as great an extent as a party in a larger town when he or she goes to a theatre.

Montreal, admitted as being the most important centre in Canada, outside of supporting ten theatres, is at the present day, honored to the extent of over seventy-five music halls and moving-picture shows. Other large centres such as Halifax, St. John, Quebec, Ottawa, Toronto, etc., are also well equipped with this form of amusement.

Mr. Bookseller, the above facts mean that the sheet music business never had a finer outlook. Stores now selling music are doing a good business and profits are all that can be desired. The progressive merchant who stocks in small quantities at first will do well. He can fill any order, if song is not in stock within a day or so, direct from the jobber with whom he is doing business.

Music halls are one of the best means of popularizing a song and as this form of amusement is growing daily the merchant who starts in a small way now and corners what trade there is to be had will not be sorry five or ten years hence.

Two songs which are making good on this side, published by Jos. W. Stern, New York, are "Under the Maples with Molly-O," and "Sweetheart Won't you come With Me to Dreamland."

Fred Fischer's "In Sunny Italy" promises to be even a bigger hit than his big success, "My Brudder Sylvest." Another song by this well-known writer, is "Honey Moneysuckle Baby." Both are published by Fred Fischer Music Pub. Co., New York.

"You Have Always Been the Same Old Pal," and "You Can't Stop Your Heart From Beating for the Girl you Love," are two songs making good here. The name of the publishers, Witmark & Sons, New York, is a guarantee by itself.

"I Wish I Had a Girl" and "Let's go Home," a comic song, both published by Jerome H. Remick & Co., Detroit are proving big hits on this side. This firm have many big hits on the market and others under way.

A new song by the writers of "In Dear Old Sweetheart Days," entitled "Strolling," written by Al. Murray and Ed. Michall, and composed by Otto Zimmerman comprises a pretty, catchy melody with suitable words and promises to be far the biggest hit on this side this year. "O Canada" now recognized as Canada's national song should be in the hands of every Canadian who loves his country. Both of the above are published by The Delmar Music Co., Montreal.

Madden and Morse's "Down in Jungle Town" is selling exceptionally well. "Won't You be My Honey," although old, is still a good seller. Both are published by F. B. Haviland Pub. Co., New York.

The York Music Co., New York, have two good selling songs in "Smarty" and "You're Just the Girl for Me." Both are worth stocking.

"I Wish I had a Girl," by Kahn & Le Boy, is still selling well in Canada. "I Used to be Afraid to go Home

in the Dark," etc., by Williams, Van Alstyne & Burt, is also among the favored.

"When I Marry You," by Bryan & Gumble, is not only making a hit in New York, but is also prominent in the Dominion. A song which has sold exceptionally well in the past is "Rainbow," by Bryan & Wenrich. It is still very much in the market. Williams & Van Alstyne have a good thing in "Golden Arrow." All of the above are published by Jerome H. Remick & Co., Detroit and New York.

"Just Some One," by Will Anderson, published by M. Witmark & Sons, New York, continues to sell well notwithstanding the fact that it has been some months on the market.

"Meet Me in Rosetime, Rosie," by Jerome & Schwartz, published by Cohan & Harris, is well worth stocking.

"When My Ship Comes Home," "My Every Thought is of You," and "Strolling," are recent publications, published by the Delmar Music Co., Montreal. If you are at all interested in the music business do not fail to secure copies. "Strolling" is by the authors of "In Dear Old Sweetheart Days," one of the biggest waltz success two years ago.

### Phonographs in June.

June brides, June fishing trips, June camping parties—in fact, so many June things require "musical accompaniment" that it is difficult to mention them all in our limited space. Speaking of fishing trips and camping parties, do you know of any more enjoyable form of entertainment for such outings than a phonograph?

After a good day's sport, a good supper, than a good old-fashioned camp fire and an hour of so of music, some of the good old-time pieces that bring you back to boyhood's happy days, drives away all care, and leaves you ready for that kind of peaceful sleep that makes you rise in the morning with a mind like a "morning glory" in its freshness and a whirlwind in its strength.

Did you ever hear "Come Where the Lilies Bloom" (quartette), reproduced by a phonograph on, or by, the water's edge? Well, sir, it's worth going to camp for a week or two, just to hear that. If you know of anybody who isn't feeling just right, and you want to make them think this world in general, and your camp in particular, is about the best place in creation to be in, just have them visit you in the evening, and when the moon reflects his silvery sheen between you and yonder, play that record. Be your companion man, woman or child, it will fill the heart with a true love of the surroundings; nature will seem different, life will put on a different aspect. It will make it one of those "events" that mark the milestones of life, in years to come it will be referred to as, "Do you remember the nights you played 'that piece' on the phonograph?"

At any time these pieces are pleasing, but it is truly wonderful how soul-reaching they are on such special occasions.

To the dealer who looks after the camp business in phonographs, there is a harvest of business, and he will be looked upon as a benefactor by these customers. It was told this week of a spot in Canada that it will be isolated for some time to come, so far as supplies are concerned. Before roads become impassable, a phonograph was taken in. The first night the owner played it he was offered two hundred and fifty dollars, in fact, coaxed to take that amount for it, but would not sell. Well, not many people would, if they couldn't replace their outfits. Let us be thankful most of us can have these delightful entertainers at so moderate a sum.





## Victor Gram-o-phones AND RECORDS Are sold by hundreds

of book and stationery dealers. Why do you not make a try at it? Absolutely clean and safe goods to handle, no losses from bad stock, small investment, large profits, constant demand, no price cutting.

Write to us for catalogs, dealers' prices, etc.

**The Berliner Gram-o-phone Company**  
OF CANADA, LTD.  
MONTREAL, CANADA.

## Wall Paper Bulletin, No. 1

Season 1909-10 STAUNTONS LIMITED June 15, '09

**THE** new Wall Paper Season for 1909-10 **opens July 5th, 1909.** Simultaneously in all parts of Canada the Staunton travelers will be on the ground as early as the first.

¶ Booksellers and Stationers engaged in the handling of Wall Paper—or who intend to take on the line this year—will find among the samples many superb examples of styles that sell especially well to the trade which patronizes the book-store wall paper department.

¶ The demand for White Blanks—forming the backbone of your trade—will be met with an equipment which stands in first place—bar none.

¶ The Staunton Specials in Plain and Printed Velours and Oatmeals, Silks, and "Dubl-Print" Flats in fabric effects will find ready sale in even the store where previous demand for good papers has been light. These Specials are priced "way down"—they are "leaders" in every way—lending an atmosphere to the stock of which they form a part which can be capitalized and made to bear high profit-interest.

Don't be hurried into ordering before seeing this line—you can't lose by waiting for the "best ever."

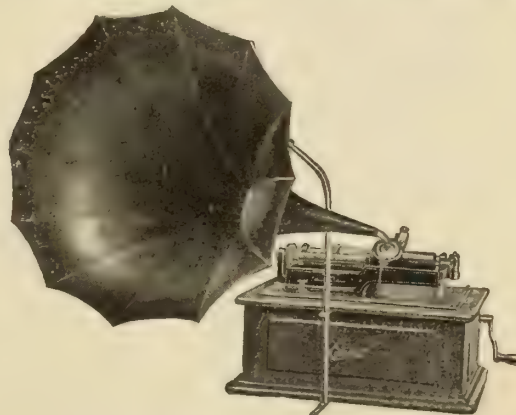
**STAUNTONS LIMITED,**  
MANUFACTURERS OF WALL PAPER.  
933 Yonge St., TORONTO, Ont.

[Watch for next Bulletin in Bookseller.]

W

## Large Profits—Easy to Sell

*Edison  
Phono-  
graphs*



*Edison  
Improved  
Records*

**D**ID you ever stop to consider the profit the dealer makes in handling this popular and well advertised make of phonograph? If not, can you realize that his profit is from 45% to 66%? In addition he turns his investment from 3 to 10 times in a year. Imagine his profit! If there is not a dealer in your town, you can control the sale of them by arranging at once.

SEND FOR CATALOGUES AND PARTICULARS

**The WILLIAMS & Sons Co. WINNIPEG, MANITOBA**  
**R. S. Limited TORONTO, ONTARIO**

W



## CLASSIFIED LIST OF ADVERTISEMENTS.

**Artists' Materials.**

Ramsay, A., &amp; Sons, Montreal.

**Art Publishers.**

Copp, Clark Co., Toronto.

**Books and Magazines.**

American Code Co., New York.  
 Baker's Book Shop, Birmingham, Eng.  
 Briggs, Wm., Toronto.  
 Busy Man's Magazine, Toronto.  
 Cassell & Co., Toronto.  
 Clark Bros., Winnipeg, Man.  
 Canadian Facts Publishing Co., Toronto.  
 Copp, Clark Co., Toronto.  
 Farm, Field and Fireside, London, Eng.  
 Hobbies Limited, London, Eng.  
 Smith's Publishing Co., London, Eng.  
 Morton, Phillips & Co., Montreal.  
 Ninmo, Hay & Mitchell, Publishers, Edinburgh.  
 Gage, W. J., & Co.

**Blank Books.**

Brown Bros., Toronto.  
 Buntin, Gillies & Co., Hamilton.  
 Copp, Clark Co., Toronto.  
 National Blank Book Co., Holyoke, Mass.  
 Smith-Davidson & Wright, Vancouver, B.C.  
 Warwick Bros., & Rutter, Toronto.

**Carbon Paper.**

Peerless Carbon and Ribbon Mfg. Co., Toronto.  
 Carter's Ink Co., Boston, Mass.  
 Mittag & Volger, Park Ridge, N. J.  
 Underwood, John, & Co., London, Eng.

**Christmas Cards, Calendars, Labels.**

Buntin, Gillies & Co., Ltd., Hamilton, Ont.  
 Copp, Clark Co., Toronto.  
 Dennison Mfg. Co., Boston, Mass.  
 Menzies & Company, Toronto.  
 Tuck, Raphael & Sons, Montreal.

**Crepe Paper, &c.**

Dennison Mfg. Co., Boston, New York, Montreal.  
 Tuttle Press Co., Appleton, Wis.  
 Wheeler, Walter G., & Co., London, Eng.

**Fancy Goods—Novelties.**

Brown Bros., Toronto.  
 Buntin, Gillies & Co., Ltd., Hamilton, Ont.  
 Clark Bros., Winnipeg, Man.  
 Copp, Clark Co., Toronto.  
 Smith-Davidson & Wright, Vancouver, B.C.  
 Sutcliffe-Edmison Co., Ltd., Toronto.  
 Warwick Bros., & Rutter, Toronto.

**Financial Institutions and Insurance**

British-American Assurance Co., Toronto.  
 Western Assurance Co., Toronto.

**Fountain Pens.**

Brown Bros., Toronto.  
 Buntin, Gillies & Co., Ltd., Hamilton, Ont.  
 Copp, Clark Co., Toronto.  
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 Mabie, Todd & Co., High Holborn, London, W. C.  
 Payson's.  
 Reliance Ink Co., Winnipeg, Man.  
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 Peerless Carbon & Ribbon Mfg. Co., Toronto.

**Wall Papers.**

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# Condensed or "Want" Advertisements

The "Want Ad." gets work for workers and workers for work. It gets clerks for employers and finds employers for clerks. It brings together buyer and seller and enables them to do business, though they may be thousands of miles apart. It helps booksellers and stationers to clear their shelves of unsaleable stock. It enables them to get out - of - print books. In brief it is invaluable.

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# British Magazines and Periodicals

The proprietors of the under mentioned British publications solicit the assistance of Canadian Booksellers and Newsdealers in promoting circulation in the Dominion and request that the trade keep well supplied with their various publications. Bookseller and Stationer may be referred to for further information.

ESTABLISHED 1884

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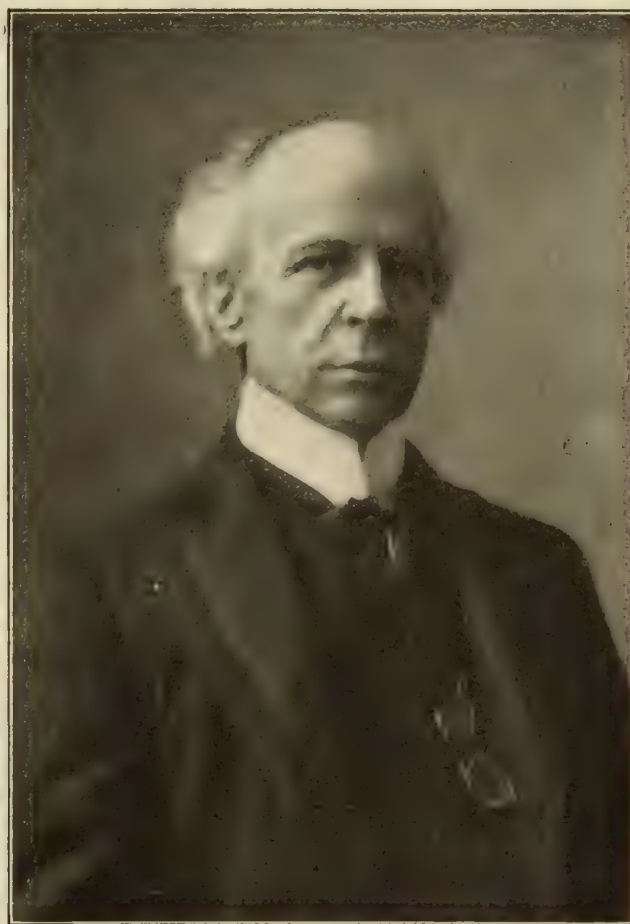
# The Canadian Bookman

A Monthly Review of Contemporary Literature Devoted to the  
Interests of Canadian Bookbuyers

Volume I No. 6

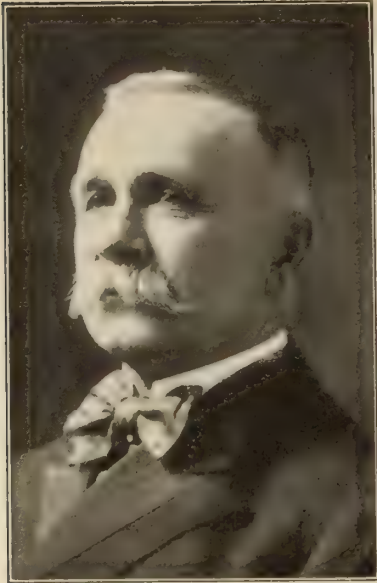
June, 1909

10c per copy, \$1.00 per year



SIR WILFRID LAURIER

A Volume of whose Speeches may be published this year.



THOS. O'HAGAN, M.A., Ph.D.

Author of "Essays, Literary and Historical,"  
just published by Wm. Briggs.

## GOSSIP OF THE MONTH.

The fact that Arthur Stringer has duplicated the title of another novel published some years ago in the case of his last book, "The Gun Runner," demonstrates how easy it is to fall into this trap, when the number of publications is so enormous and titles are so soon forgotten. Apropos of this a writer in a London book paper suggests a fresh source of supply of titles. After referring to a novel shortly to appear with the name, "Much Ado about Something," he says: "This idea of what may be described as the amended Shakespearian title seems capable of a certain amount of profitable development. 'The Merry Husbands of Windsor,' 'As You Don't Like It,' 'The Summer's Tale,' 'The Two Ladies of Verona,' 'The Tragedy of Errors,' and 'A Midwinter Night's Dream,' for example, are all awaiting appropriation, and would make undeniably effective items in circulating-library catalogues. Nor need the application of the idea be limited, of course, exclusively to Shakespearian titles; have we not just had, by the way, a novel called 'Katherine the Arrogant'—an obviously punning echo of the name by which the first of Henry the Eighth's half-dozen Queens is known in history?"

It is gratifying to find that due prominence is given to books relating to Canada in the catalogue of at least one Public Library,—that in the city of St. John, N.B. In the bulletin of March, 1909, issued by this library, Canadians are listed on the first six pages, a representative showing of these books being made. This is a procedure which might well be adopted by every library in Canada, for it tends to bring to the attention of the library's patrons just those books which should be commended to their careful consideration. A knowledge of the country, its history, its resources, its makers, is essential to the proper upbringing of its citizens and where else can these things be found save in books relating to Canada.

The new United States copyright act will be of some assistance to Canadian authors, who are contemplating American editions of their books. Instead of having to arrange for simultaneous publication in both countries to secure the privilege of American copyright, they are

granted thirty days grace before registering and another thirty days before publishing. This is a contingency, however, which is not likely to arise, because Canadians who want to enter the American market usually arrange for primary publication there. Still some author may produce a book here, which he finds is taking so well that an American edition is advisable. By the new act he is given sufficient leeway to make it possible for him to secure copyright at Washington after his book is on the market here.

It is good news to read in the report of the recent meeting of the Royal Society at Ottawa, that the president, Dr. Roy, dealt with copyright in his presidential address. I have not yet been privileged to see his address but, whatever policy he advocated, all who are brought into contact with our copyright laws, will agree that some change is advisable and the more agitation there is the better. The anomalous position occupied by Canada is matter for regret. Even the working out of the details of the present law gives room for improvement, as witness the present situation, when an importer is prohibited from bringing in books, which cannot even be procured in Canada. Copyright must protect something; it is absurd to conceive of its protecting nothing.

Speaking of British fiction in Canada, one wonders how many Canadians have read or even heard of Arnold Bennett's "Old Wives' Tale," published some months ago in England. This is one of the best books of the year. It has been commended highly by all thoughtful critics. Yet we poor Canadians don't know about it. Who's fault is this? The blame attaches largely to the British publisher, who has failed to make the book known out here. We hear a great deal about American fiction because American publishers are careful to keep all classes of people on this continent posted on their publications, but the average British book is practically unknown.

If I am rightly informed it was The Bookman of New York which originated the idea of listing the six best-selling books in the leading cities of the Union and from the lists received compiling a national summary. Their list has been running now for a good many years and has been regarded as authoritative. One disadvantage it possessed was that the books referred to were all novels. To obviate this change the Bookman has now



ELINOR GLYN

Whose "Elizabeth Visits America" has just been published.





THE PREMIER'S RESIDENCE IN OTTAWA

Which contains a Library much enjoyed by Sir Wilfrid in his leisure hours.

arranged for the publication of two supplementary lists, one dealing with books of general literature and the other with juveniles. This step is surely commendable. More attention should be directed to books of solid worth.

The British book trade are much convulsed at the present time over the publication of sevenpenny copyright novels in cloth. It seems that some publishers have been issuing the sevenpenny reprints of six shilling novels, so soon after the original publications, that the sale of the latter has been seriously interfered with, while, even apart from this consideration, the advisability of issuing such cheap editions at all is in question. At a recent meeting of publishers a resolution was passed to the effect that it was inexpedient to issue at less than one shilling in cloth any 6 shilling novel within less than 5 years from the date of its first publication in book form.

Statistics are usually dry reading but a few figures concisely put oftentimes prove illuminating. I have just been glancing at the customs returns of the United States for the month of March, and under the heading of books and other printed matter, I see that we Canadians imported from across the border a value of \$230,608. This is over \$58,000 better than March, 1908, or in other words an increase of twenty-five per cent. As an indication of returning prosperity, this is a hopeful sign, for the purchases of books are a reliable indicator of the welfare of a nation. Canada is of course the largest purchaser of literature from the United States, Uncle Sam's second customer being the United Kingdom, which buys a little more than half as much as Canada.

W. A. C.

It has been announced that the publisher has just put on the press a further edition of 10,000 copies of "Songs of a Sourdough" making the round total of copies issued 40,000. This seems to indicate that our native writers do produce books that sell, and when we consider that this enormous sale is of a book of poetry

then indeed are we compelled to admit that Canadians do appreciate the work of their writers when those writers ring true. Another indication of the confidence of the public in Mr. Service's work is the fact that advance orders for his new book of poems, to be issued shortly, under the title of "Ballads of a Cheechako," already amount to over 13,000 copies.

We venture to say that no book of poetry issued either in Great Britain or the United States during the last two years can show such a sale. The fact has also to be taken into account that Canada's population of only seven millions is placed against the 40 millions of Great Britain and the 80 millions of the United States.



MRS. HEWES OLIPHANT

The Toronto lady who won the prize for the best essay on a Canadian Navy.



DREAMLAND

A fantastic drawing in the edition of Edgar Allen Poe, illustrated by F. S. Coburn.

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## The Illustrator of Drummond's Habitant Books

The Young Canadian Artist who worked  
in Conjunction with Dr. Drummond.

By H. S. Somerville.

"Canada has no artists," so said Sarah Bernhardt. It is always painful to flatly contradict a lady, but in this instance, it must be done. Canada is yet young. Her men have been busy, blazing the trails for future progress, and developing the most obvious resources of the land. This is the inevitable history of every new country, and these tasks keep its inhabitants well occupied. The fine arts are products of a time in the history of a nation, when its people can think of something else besides the necessity of building up for absolute needs. The garret-room genius is something of a myth. The best work, the work for which the world is better, is done under favorable conditions. A full stomach helps a lot. Wealth, culture and refinement may develop the aesthetic tendencies. This fact renders it impossible to compare a young country with an old country.

Despite this assertion, however, Canada has already gone far afield. In Bernhardt's own sphere, there is a galaxy of Canadian stars—Margaret Anglin, James K. Hackett, May Irwin and Maud Allan. An untimely death cut off Franklin McLeay from a brilliant career. At the time of his death he was playing Cassius to Tree's Antony and Waller's Brutus in London, in an all-star cast. He unfortunately died before he had grasped fully the fruits of his genius.

In literature, there are many names splendidly shining, among them Barr, Drummond, Parker, Roberts, Carman and Campbell.

Have we any sculptors? The works of Hebert and Hill answer this query, to say nothing of that master of anatomy, Dr. Tait Mackenzie. They are three superlative types of Canadian artists. Hebert's and Hill's works adorn our public squares. The old noblesse of France finds expression in us, of the present day, through the

work of the former. The latter has treated, in a virile way, the achievements of later day Canadians fighting for the flag in foreign countries.

Of painters, black and white men and cartoonists, such names as Matthews, Julien, Bengough, Racey, Harris and Coburn stand out prominently. After all this, the divine Sarah must have been wrong. Her vision was dimmed, perhaps, by the glitter of her box office receipts.

Some years ago a professional man, a doctor of medicine, wrote some charming verses, concerning the humble habitants of the Province of Quebec. This volume was redolent of good will, sympathy and heart's interest. It laid bare in a delightful way the customs, habits and foibles of these people. Human nature, as only a physician can know it, was set forth in its pages.

The author was the late Dr. W. H. Drummond. Naturally he wanted an illustrator to help him in his work. The nature of the book made a Canadian essential from a sentimental, if not from a technical, standpoint.

Into this gap stepped Frederick Simpson Coburn, and the foundations of the fame which he enjoys in Canada were laid through this connection. How this was accomplished is best told in Mr. Coburn's own words. "It was while calling on the late Mr. S. C. Stevenson, in Montreal, just prior to leaving for Europe in 1896, that he happened to mention Dr. Drummond's work, which the doctor had just then decided to publish, and he introduced me to the author of the 'Habitant' as a possible illustrator. I spent about three months down below Quebec studying types and scenery before undertaking it, and the work I brought back evidently pleased the doctor, because he gave me the manuscript, and carte blanche to go ahead. This began an association that has exercised



an enormous influence on me and my work, not only in a personal way, but because he gave me my first real confidence in myself."

Mr. Coburn was born at Upper Melbourne, Quebec, March 20, 1871, and received his education chiefly at St. Francis College, Richmond. His boyhood and youth were those of a normal Canadian boy. He early showed talent in an artistic direction. After leaving Richmond he came to Montreal, and commenced his art studies under the late Samuel Stevenson. His first serious work was undertaken in New York at the Carl Hecker School of Art, and from there he went to the Royal Academy of Berlin, Germany, subsequently studying in Munich and Paris. It was in the latter place that he was brought under the influence of the great Gerome, and he also gained the honor of a scholarship there.

Like many other great and good men, he had a good mother, and it was during this sojourn in Europe that his greatest sorrow came to him in the loss of her whom he had left scarcely a year before in apparently the best of health. After graduating in Paris, he came home, and it was then that he undertook the illustration of Dr. Drummond's first volume of poems, "The Habitant."

The succeeding year he went to London, and School of Fine Art. From London he crossed to Antwerp, and graduated from there after winning a scholarship and first rank in the class. Subsequently he illustrated Dr. Drummond's other books, "Johnnie Corteau," "The Voyageur," "Philorum and His Canoe," "Madeline Verchères," and editions of Edgar Allan Poe's works; Dickens' "Cricket on the Hearth" and "A Christmas Carol"; Washington Irving's "Rip Van Winkle."

Mr. Coburn has taken up his residence in Antwerp, where he has a studio. He divides his time between illustrative work and painting. Needless to say, it is upon the latter that he hopes to build his reputation. When asked what his best illustrations were, he said, "I consider my best work was the illustrations made for the Eleanor edition of Edgar Allan Poe's works, and some of the later illustrations of Goldsmith, for which I spent some time in Ireland last summer."

In speaking of some of his earlier struggles, he mentioned a disastrous four months which he spent in Montreal, vainly endeavoring to establish an artistic connection, and remarked that the memory of them made him shudder.

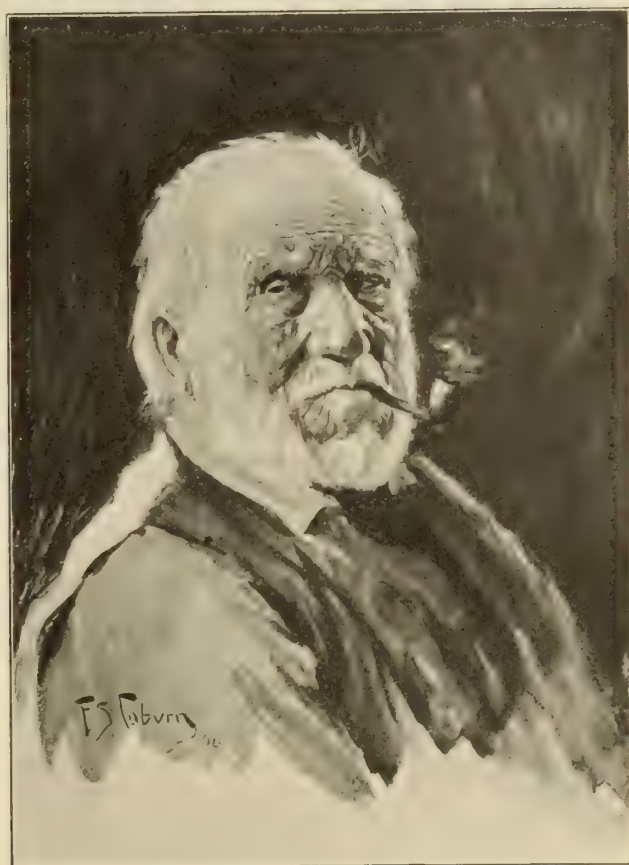
Every other year he leaves his studio in Antwerp, and comes home to visit his father, sister and brothers, and an aged grandmother. He enjoys, as only an artist can enjoy, the natural beauties of the Eastern Townships, and goes back recuperated and ready for the further pursuit of his chosen profession.

At the time of publication of Dickens' "Christmas Carol," "Literature," which was then published as a supplement by the "London Times," spoke in a very eulogistic strain of his work. "In discussing the various artists who have illustrated the "Christmas Carol," it said "The pictorial quality is best of all shown by Mr. Coburn. More than that, he has read his Dickens with care, and has more than the usual literary appreciation. His drawing of the light-hearted vagrant, stooped down at Scrooge's keyhole to regale him with a Christmas carol, is worthy of the best traditions of American (Canadian) penwork. The picture of Scrooge in 'The Tank' is very real, the figure of the skinflint with his dip is a very powerful drawing. The fiddler is a very real type, and no one of the illustrations other than delight the most exacting art critic. If only Mr. Coburn will lose himself entirely in his subject, he is one of the most promising of modern Dickens' illustrators. The interest

that always belongs to the efforts that, from time to time, have been made to secure for a classic work of literature a fresh interpretation from an artist of individual imagination is ever present in the work we have somewhat cursorily reviewed."

"More than the usual literary appreciation," That is the secret. The fact that Dr. Drummond said to him, after the first proofs were submitted, "Fred, you and I must go together in this work," showed how much Dr. Drummond appreciated his ability to interpret the requirements of the book.

Not only once, but always, does he do this. It is doubtful if any one else could have seen into the habitant's heart, and translated its throbs so faithfully as this young Canadian. Not a thing that marks them with their own individuality has escaped his notice. Of Mr.



THE HABITANT

As portrayed by F. S. Coburn.

Reproduced by courtesy of G. P. Putnam's Sons.

Coburn's latest works little can be said, as comparatively few of his paintings have been seen here.

There were, however, a few on exhibition in Montreal during the early winter. They all displayed his delicate interpretation and treatment of his subject. Some were marines, and some portraits. Among the latter one was particularly striking. It was the portrait of a woman standing near a window, where the strong lights and shades of such a position were most effectively shown. To the layman, who committed the cardinal sin of approaching too closely, there appeared to be a big splash of pigment rolled up in bundles on this woman's skirt where the sun struck full. When too close, it looked like the spot on the wall inside a paint shop where painter mechanics try out their brushes. At an artistic distance, the seemingly meaningless stroke brought out, in an alluring way, the sheen of the rays of light falling





"DE NOTAIRE PUBLIQUE"

A characteristic glimpse of Habitant life.

Reproduced by courtesy of G. P. Putnam's Sons

across the folds of her skirt, and then nothing but wonder and admiration came over one for the art and skill of the painter. Frederick Simpson Coburn may not be a great painter, and may never become such. One thing, however, is sure, if the ability to make cold canvass appeal, to speak, to stir something in one's heart, then he is already a great artist, and will enjoy all the emoluments of success.

To criticize the fine arts is to tread on dangerous ground. The impressionistic cult impresses perhaps by its daring, but its influence is fleeting. There are some simple pictures, simple in treatment perhaps, simple in subject, simple in coloring, that ring true, and in an unbackneyed way maybe, tell an old story. It is more than a conjecture that, whatever fame the artist Coburn achieves in the future, he will be remembered longest in Canada by his connection with Dr. Drummond and his books. This, perhaps, is only natural, as the work of both strikes near home. To know that the artist did his part well, one has but to look at the illustrations in any one of these books. He went to the fountain head, to the plain people, and he has delicately delineated the characters he has met, and lived among, in French Canada. He has run the gamut of variety. Nothing has escaped him. War, scenery, portraiture and domestic life are faithfully depicted, and woven into the warp and woof of the doctor's stories.

Drummond and Coburn have accomplished a national work, and posterity will be grateful to them. History holds many examples of men being born who dovetail into one another's lives. In this way good results are compounded.

Of the artist's private life, and his personality, little can be said. One of the strongest traits of his character is his aversion to anything which savors of personal advertising. He has no objection to people discussing his work, because he knows this part of him is for the public. He believes that honest criticism, from any source, may be valuable. He is a severe and relentless critic

of his own work, and invites it from all, as all men of talent do. It is hardly necessary to say anything regarding his personality, because the keen observer will find it reflected in his work. The future is difficult to estimate, but if success depends upon the force of the old adage that "true art is the expression of man's joy in his work," then the future holds the greatest success for the Canadian artist—Frederick Simpson Coburn.

### TITLE DUPLICATED.

Toronto, May 26, 1909.

Editor Canadian Bookman,—I thought it might interest you to know that Arthur Stringer's recent book, "The Gun Runner" bears the same title as a book written by Bertram Mitford, "The Gun Runner: a Romance of Zululand,"—a story of 1878-9, and published in 1893 by Chatto, England, 3s. 6d., and Fenno (N. Y.) \$1.25. An odd coincidence. Yours truly,

WALTER R. NURSEY.

### BOOK ON THE CIVIL WAR.

Books on the Civil War still continue to be issued. The latest is one entitled "The War Time Journal of a Georgia Girl," written by Eliza Frances Andrews. This is the actual diary kept during the terrible years of '64 and '65 by a girl of intense Southern sympathies. The book is altogether different from other journals of this period which have been published, as the heroine had nothing to do with the great figures and events of the period. Her diary intended solely for her own eyes gives the most intimate picture of the intensity of Southern feeling, and of the diversions in which Society sought to forget the continual tragedy through which they were passing. William Briggs is supplying the trade in Canada with this volume.



"JE T'AIME TOUJOURS"

Habitant lovers charmingly pictured by Mr. Coburn.

—Reproduced by courtesy of G. P. Putnam's Sons.



# What the Publishers are Providing for Canadian Readers

Spring Lists are Now Almost Complete—Attention is Being Directed to the Fall Trade.

F. Marion Crawford's last novel "Stradella" will be issued by the Macmillan Co. in the fall.

Rex Beach's next novel will be entitled "The Silver Hoard," and will be published in the fall by the Musson Book Co.

There is to be a new novel by the American Winston Churchill in the fall. It will be published by the Macmillan Co.

"The Red Saint" by Warwick Deeping is now in stock with Cassell & Co. It is one of the best of their spring publications.

"The White Mice," Richard Harding Davis' new book of adventure in South America, was published last month by McLeod & Allen.

McLeod & Allen publish on June 15 "The Making of Bobby Burnit," by George Randolph Chester, author of "Get-Rich-Quick Wallingford."

"Actions and Re-actions" by Rudyard Kipling, which includes "With the Night Mail," will be published by the Macmillan Co. about October.

"The Chippendales," by Robert Grant, has been well received in Canada. The publishers here, the Copp, Clark Co., are pleased with the sales.

"The Chrysalis" by Harold Morton Kramer and "The Glory of the Conquered," by Susan Glasell are recent publications of McLeod & Allen.

Cassell & Co. have received their Canadian edition of "Faith" by the Bishop of Durham, who by the way is reported to be about to visit America.

The Canadian edition of "Round the Fire Stories," by A. Conan Doyle, to be published by the Copp, Clark Co. will be on the market early this month.

It can at length be definitely stated that the Russian novel, "A Flight from Siberia," by Vaelaw Sieroszewski, will be published early this month by the Copp, Clark Co.

A new story entitled "The Marriage of Hilary Carden," by Stanley Portal Hyatt, author of "A Little Brown Brother," will be issued in August by the Macmillan Co.

The Musson Book Co. report large advance orders for "Little Sister of the Snow" by Frances Little, author of "The Lady of the Decoration," which they will publish in the early autumn.

Cassell & Co. can now supply "Royal Academy Pictures, 1909," in both serial and book form. There are 5 serial parts selling at 20 cents each. The entire work may be had in paper at 90c, and cloth \$1.50.

"Parenthood and Race Production" by Dr. Saleeby, (\$2.25) is a recent publication of Cassell & Co. They have also issued a cheap edition of "Household Cookery," originally published at \$2.25, but now to be had at \$1.00.

"A Certain Rich Man" is the title of William Allen White's new story to be published by the Macmillan Co. at the end of this month. The same house will also publish in July "The Veil," a story of Tunis, by a new authoress.

The Macmillan Co. announce for fall publication, "A Life for a Life," by Robert Herrick, author of "To-

gether," "The Key of the Unknown," by Rosa Nouchette Carey, "Calvary," by Rita and "Antonio" by Ernest Oldmeadow.

The sixpenny paper-covered novels, so popular in England, are stocked extensively in Canada by the Copp, Clark Co. They announce the arrival of an additional consignment, containing many attractive titles by noted authors. For summer reading these series are admirable.

Towards the end of the month the Macmillan Co. of Canada will publish "The Bride of the Mistletoe," by James Lane Allen. They are issuing at once "Spies of the Kaiser," by William le Queux; "Romance of a Plain Man," by Ellen Glasgow and "Retribution" by Guy Thorne.

Quite a list of novels have been published by the Musson Book Co. during the last two weeks. They include, "Marriage a la Mode," by Mrs. Humphrey Ward, "Red Horse Hill" by Sidney McCall, "The Kingdom of Earth," by Anthony Partridge; "Old Lady No. 31," by L. Forsslund.

The death of George Meredith has quickened popular interest in the works of the great novelist. In this connection it should be remembered that the Copp, Clark Co. are agents for his books in Canada. They direct special attention to the pocket edition in cloth and leather bindings.

The Masterpieces in Color Series published by T. and E. C. Jack, for whom the Copp, Clark Co. are agents in Canada, continues to be in good demand, according to a report received from the publishers. The latest additions to the series are volumes dealing with Burne-Jones and Holbein.

The Canadian Facts Publishing Co. of 667 Spadina Ave., Toronto, report continued satisfactory sales for their 1909 edition of "Five Thousand Facts About Canada." Orders have recently been received from Dawson City, Norway House, Cape Breton and Japan. Its circulation is indeed empire as well as world wide.

Publication of "Sins of Society" by Cecil Raleigh has again been postponed by the English publishers and the Canadian edition to be brought out by the Copp, Clark Co. will be correspondingly delayed. It is now announced for publication about August 1. The play of the same name, which is being presented in Chicago has created quite a sensation there.

Henry Frowde has published in special Canadian editions the following novels: "A Fair Refugee," by Morice Gerard, "The Magic of Love," by Annie S. Swan; "The Compact," by Ridgwell Cullum; "Rose of the Wilderness," by S. R. Crockett; "The First Stone," by Mary Stuart Boyd. In format these books are much superior to the average English novel.

For the early autumn, Henry Frowde will have ready Canadian editions of "The Lady of Blossholme," by Rider Haggard, "A Merry Heart," by J. J. Bell, "The King's Signet," by Morice Gerard, "That Cypher" by E. L. Haverfield, "The One Who Came After," by David Lyall; "Great Heart Gillian," by John Oxenham, "The Fortunate Prisoner," by Max Pemberton; "Inheritance," by Annie S. Swan; a new novel by



Harold Begbie, and a sequel to "The Saint" by Antonio Fogazzaro.

Books giving designs for monograms have hitherto been few and expensive. Some few ago there was issued a large collection designed by A. A. Turbayne, and a new edition of this work is now announced at about an eighth of the original price. This move on the part of the publishers will place a collection of the latest designs within the reach of the most moderate purse, and a large sale is ensured among artists, designers and draughtsmen of all kinds. The book will be exactly as originally published as regards contents. The Copp, Clark Co., Toronto, are agents for Canada.

Robert Culley, 26 Paternoster Row, London, E.C., has commenced the publication of a new shilling library, that is intended to cover a wide field of popular and entertaining literature, including books of history, travel and adventure, biography, poetry, missionary enterprise and social subjects. So far six volumes have been issued,—*"Four Thousand Miles Across Siberia,"* by C. Wenyon, M.D.; *"Through Two Campaigns,"* by A. H. Male; *"Wesley's Veterans"* (2 volumes) edited by J. Telford, B.A.; *"The Great Chinese Awakening,"* by A. R. Kelley and *"Wesley's Journal"* (abridged). Other volumes are in preparation. In press work, binding and general get-up, these attractive little volumes leave nothing to be desired and there should be a large popular demand for them.

### PROVISIONS OF NEW U. S. COPYRIGHT.

The new United States Copyright Act to amend and consolidate the acts respecting copyright has one or two provisions, which, should be of interest to Canadians.

The old restriction compelling the owner of copyright to set up and print his book in the United States is retained in the case of books in the English language. Books of foreign origin in a foreign language are, however, excepted from the typesetting clause.

A concession is made to the English author to this extent. He can obtain an interim protection by filing one complete copy of the foreign edition not later than thirty days after its publication abroad, which shall secure to the author or proprietor an ad interim copyright until the expiration of thirty days after such deposit. Certain formalities have to be observed in connection with this registration; but if it is carried out in accordance with the Act, and within this interim protection, the book is published from type set in the United States, as is essential under the former section, then the United States copyright can be obtained. This gives a slight advantage to English books, but the advantage is so slight that in the majority of cases—in the case of those books of sound literary value which do not attain popularity till some years after their publication—this short allowance is useless. Moreover, there is an additional hardship which will not only affect English, but also United States authors—namely, that every registration for copyright must be accompanied by an affidavit duly made by the person claiming the copyright, or his duly authorized agent or representative in the United States, or by the printer who has printed the book, which must set out certain details as to the printing or process of reproduction in the United States. It is also essential that an assignment of copyright executed in a foreign country must be acknowledged before a consular officer or a secretary of legation of the United States. This latter provision is another handicap; but ought to make it clear that no English author who desires his book to be produced in the United States should assign his copyright.

Under the new law copyright is secured for twenty-eight years from the date of first publication, with a further term of twenty-eight years upon application, which has to be made in the manner prescribed by the Act. This is an important increase on the present law of the United States; but it is very unsatisfactory and very short-sighted for the United States in this matter, as in other matters, to omit to come into uniformity with the Berne convention and the methods of European countries. In nearly all European countries the term is for life and a certain period. The Berne convention has set down life and fifty years, and it was understood that the United States in their alteration of the copyright law would also strive for a similar period.

There is quite a wide latitude allowed to importers of foreign editions. When these are imported for use and not for sale, and not more than one copy of any such book in any one invoice by or for any society or institution incorporated for educational, literary, philosophical, scientific or religious purposes, or for the encouragement of the fine arts or for any college, academy, school, or seminary of learning, or for any state, school, college, university or free public library, they may be imported free.

The Act was approved on March 4 and goes into effect on July 1, 1909.

### CANADA'S LITERATURE.

Editor Canadian Bookman,—It has been said many times that Canada has no literature of its own. A few weeks ago a distinguished writer, now resident in Toronto, in giving a lecture on Literature, prefaced his remarks by stating that he would not make any references to the so-called Canadian literature, as it was generally conceded by literary men that there was no such thing as a Canadian literature. This statement is one which is certainly made in absolute ignorance of the facts. Canada to-day is producing writers whose output will compare favorably with the best work now being produced in Great Britain and the United States. In poetry we are pre-eminent; the work of such writers as Campbell, Lampman, Carman, Frederick George Scott, Roberts, Service, Isabella Valancy Crawford, Ethelwyn Wetherald, and Helena Coleman bearing comparison with any being produced on the continent of America.

In philosophy she has taken a foremost place with Crozier, Blewett and Watson as the outstanding figures. Historians occupy no mean place in Canada's list of writers, such names as Kingsford, Dent, Roberts and Laut occupying a high place in the list of native historians.

In fiction Canada is steadily forging her way to the front with such writers as Ralph Connor, Nellie L. McClung, L. M. Montgomery, Marian Keith, R. W. Knowles and many others whose work is on a par with that being put out in either the United States or Great Britain.

To take a concrete instance, showing the appreciation of the Canadian people for one of their native writers, we point to the extraordinary sale of Mr. R. W. Service's *"Songs of a Sourdough,"* which although issued less than two years ago by an altogether unknown writer has already reached the enormous sale (for poetry) of 30,000 copies.

Canada has a literature notwithstanding what may be said to the contrary by supercilious critics who fail to find good in anything colonial.

Toronto, May 8, 1909.

BOOKSELLER.



# Activities of the Month in the Canadian Literary Field

## All Departments of Literature Represented—Several New Titles.

The record of "Canadiana" continues to be one of progress, new publications being announced at frequent intervals. Under practically every department of literature, Canadian authors are showing activity.

### Fiction.

Sir Gilbert Parker's new book is to bear the title "Northern Lights." It is to be a volume of short stories dealing with Canada. Publication is announced for the middle of September and the Canadian edition will be issued by Sir Gilbert's regular publishers, the Copp, Clark Co., Toronto.

Several months ago William Briggs announced a volume by Alice Ashworth Townley, under the title of "The Way Out." Mrs. Townley has decided to change the name of her volume which it is expected will be ready very soon to "The Opinions of Mary." This volume is likely to be one of the big hits of the summer. The author is a very clever writer, and has, in this volume, given us a humorous work which we think will be well received in Canada. The volume is somewhat after the style of Jerome K. Jerome's works, and will make a popular summer holiday book.

The Musson Book Co., Toronto, have made arrangements to publish a story by Dr. O'Donald of Winnipeg, which is said to have delighted the few favored ones who have seen the manuscript.

"The Fair Rebel," William Wilfrid Campbell's novel of the War of 1812, is announced for publication by the Westminster Co. about the middle of June.

### Poetry.

W. M. MacKeracher, whose volume entitled "Canada My Land and Other Poems," was so successful, has just issued a new volume which he entitles, "Sonnets and Other Verse." Mr. MacKeracher is connected with one of the large wholesale firms in Montreal, but he finds time to cultivate their use. One of the leading literary critics of Canada has called Mr. MacKeracher "the poet laureate of the Dominion," stating that there are no more patriotic verses written than those which have appeared from his pen. This volume is issued by William Briggs, who published Mr. MacKeracher's former volume.

Dr. J. D. Logan, editor of the Toronto Sunday World, will shortly publish through the press of William Briggs "Songs of the Makers of Canada and other Homeland Lyrics," with an essay on "The Distinction of Canadian Poetry."

"Pebbles and Shells," by Donald A. Fraser, is to be issued about the middle of June from the press of William Briggs. This volume will comprise poems which have appeared in the leading periodicals of both Canada and the United States, and which Mr. Fraser has collected for publication in this volume. Mr. Fraser is a resident of Victoria, B.C., where he is engaged on the public school teaching staff. He comes from Ontario where his father, the late Rev. Donald Fraser, was formerly stationed at Port Elgin and Mt. Forest. This is Mr. Fraser's first venture into the book world, and from the success which followed the publication of his fugitive verse in the various magazines we predict a good

demand for this volume from his friends and from the public generally.

In our last number an announcement was made of a new book which is being issued by William Briggs, under the title of "The Empire Birthday Book." Since that announcement was made the author has decided the change the title, and the book is now to be known as the "Imperial Anniversary Book," by Harold Saxon. This book promises to be a very good seller as a gift book and as a souvenir book for visitors. Under each date there appears a number of interesting entries in connection with events relating to British history, and a selection from one of the poets of the empire, in which Canadian poets figure largely.

The tremendous demand for "Songs of a Sourdough," by Robert W. Service, has induced the publisher to put on the press another edition of 10,000 copies. Included in this run will be a special edition which the publisher thought it would be well to issue as a special souvenir edition in small form suitable for the pocket. This book is very tastily and daintily gotten up, and the publishers expect a very large demand from the trade.

### Description.

There is to be a volume on Canada in Sir Isaac Pitman & Sons' new "All Red" British Empire Series. The name of the author has not yet been divulged, but Pitman & Sons state that the work of compilation is in most capable hands. The first volume of the series, "The Commonwealth of Australia" by Hon. Bernard Wise appeared recently and is pronounced by the critics to be admirable in every respect.

"The People of the Plains," by Amelia M. Paget, which is issued this month by William Briggs, comes from the press at an opportune moment. Since the native tribes of the Dominion have commenced to dwindle in number the people are taking more interest in them and the volume from the pen of Mrs. Paget is sure to secure a welcome from the Canadian people. It is to be well illustrated and Mrs. Paget has the advantage of being able to write at first hand on this subject. The Canadian publishers are finding that any book dealing with the Canadian West is sure of a considerable sale. One of the leading features in connection with this is the fact that orders for books on the Canadian west are being received largely from the United States and Great Britain. There is no doubt a desire on the part of the people of both Great Britain and the United States to learn something of the "last great West."

In "Sunset Playgrounds," F. G. Aflalo, a famous English fisherman and writer on sporting topics gives an account of a recent visit to the United States and Canada in the course of which he tells of pleasant days he passed with rod and reel at various points along his route. (Scribner's, \$2.25).

Anson A. Gard is probably the most prolific writer in Canada. He has at least a dozen books to his credit and may be counted on to produce still more. Of late years Mr. Gard has been writing about the Cobalt district. His last book, "The Gateway to Silverland" is dedicated to the Board of Trade of North Bay and contains a history and description of that interesting town. Bound in with this book, under the same cover is to be



found Mr. Gard's 1908 publication, "The Real Cobalt," running to 128 pages and "Silverland and its Stories," a third book of 140 pages. The entire volume throws most interesting light on the Cobalt region. Mr. Gard has the faculty of ferreting out all manner of anecdotes and tales of the early days and his book is full of bright paragraphs. It is published by the Emerson Press, Toronto at \$1.50, and is well illustrated.

#### Essays.

There has just been issued from the press of William Briggs a very interesting work by Thomas O'Hagan, M.A., Ph.D., which is entitled "Essays: Literary, Critical and Historical." The essays comprised in this volume are as follows: A Study of Tennyson's Princess; Poetry and History Teaching Falsehood; The Study and Interpretation of Literature; The Degradation of Scholarship; The Italian Renaissance and the Popes of Avignon. Dr. O'Hagan was very successful with his first volume of essays, which was issued under the title of "Canadian Essays," and this volume is now out of print. His "Studies in Poetry," "Dreamland" and "Songs of the Settlement" were also very well received by the critics. One or two of the essays in the present volume are likely to cause a good deal of discussion.

"British Columbia Problems" is the title of a small book by J. C. Harris, of New Denver, dealing with political questions. It is published by the Thomson Co. of Vancouver.

Rev. Dyson Hague, M.A., Rector Memorial Church and Canon St. Paul's Cathedral, London, Ontario, has published through the Church Record S. S. Publications, Toronto, two interesting booklets, one on Cranmer and the other on Wycliffe, both being in the nature of historical studies. The former contains 44 pages and the latter 69 pages and both are paper-covered. It is Canon Hague's intention to republish these studies later on in England with copious notes (all quotations and references, etc. verified) and they will then be extended to 120 and 150 pages respectively.

#### Biography.

A biography of General Wolfe by Edward Salmon, managing editor of the Saturday Review of London, England, is announced for early publication by Isaac Pitman & Sons, London. It is particularly apropos in view of the fact that the present year completes the century and a half since Wolfe died so gloriously on the heights of Abraham. Wolfe's name, in September next, will be even more on people's lips than it was last year when the founding of Quebec was celebrated. Mr. Salmon's book will place all who are interested in possession of the latest fruits of research. He has made many discoveries of important slips in previous "lives," has found in general histories important facts of which no previous biographer has been cognisant, and has had the advantage of handling two of Wolfe's letters which have never been published.

In "The Apostle of Alaska," John W. Aretander tells the story of William Duncan of Metlakatla, who was for fifty years a missionary among the Indians of British Columbia and Alaska. The book is published by the Fleming H. Revell Co. (\$1.50 net).

#### History.

"The Romantic History of the Selkirk Settlement," by Dr. George Bryce of Winnipeg, is announced for publication early in August. The Musson Book Co., Toronto, who are paying more and more attention to the publication of Canadian books, are to be the publishers and the book will sell at \$1.25.

#### Miscellaneous.

Dr. Barton, physical instructor at the University of Toronto and a noted authority on physical culture, has written a book on this theme, which is to be published on or about September 1, by the Musson Book Co., Toronto.

"Canadian Civics" by R. S. Jenkins, is a book of elementary instruction for school children in the science of Government. A separate volume is being issued for each province, the chapters on national affairs being the same in each. The book is published by the Copp, Clark Co.

## Canadian Folk Lore Society

### A New Organization Being Formed to Collect Folk Songs and Folk Lore.

The popular superstitions or legends—the traditional beliefs—of a people are always interesting and it is pleasing to note that an application has been made to Parliament to incorporate the Canadian Folk Lore Society. The number of folklorists in Canada may not be large, but they are enthusiastic. They are anxious to see a collection of the folk songs and folk lore of all the different nationalities of the Dominion collected. The inaugural meeting of the society will take place in October next in the library of Victoria University, Toronto, when the Chancellor, Rev. Dr. Burwash, will deliver an address. The library of the University has been placed at the disposal of the society for the gatherings that they will hold from time to time. At a recent meeting of the executive the following were present: Alexander Fraser, president; J. S. Carstairs, first vice-president; T. W. Waugh, second vice-president; W. G. Wintemberg, secretary; Miss Helen M. Merrill, assistant secretary, and Miss J. McCallum, treasurer; Mrs. J. H. Thompson, of the Ontario Historical Society; Prof. Keyes of Toronto University; Messrs. M. Robinson, Oliver, and others.

The feature of the evening was an address by Miss Blanche McDonnell, the widely-known Canadian authoress, who was secretary of the Montreal Folk Lore Society when it was in existence. Miss McDonnell explained that it was founded in 1896 and lasted six years. It was a branch of the American Folk Lore Society, with which organization it was affiliated, and had started with a large membership. Meetings were held once a month at the home of some of the members, but she feared it was the social side that had undermined its existence, too many joining for the pleasant associations and companionship, and not from a love or admiration for the object in view. Several papers read had been published by the authors, but not as members of the Folk Lore research. She explained that some of those in the Province of Quebec would likely unite with the Toronto society.

Miss McDonnell was appointed a corresponding member of the society for Quebec. Several suggestions were offered for the good and welfare of the organization, and it was urged that purely ornamental membership be avoided, that classes be formed to instruct the members in the collection of material and that the word lore be studied along with the history of common words, their application and the names of places connected with peculiar ideas.



## Brief Reviews of Some Recent Publications

### Fiction Predominates Among Current Books—A Few Good Novels — Several Miscellaneous Books.

At length the tide of fiction begins to show some signs of abatement and from now until September, the reader will be given sufficient respite to catch up with the flow of spring publications. As usual, we give some concise summaries of the leading books of the past few weeks.

#### Fiction.

GRANT, ROBERT. *The Chippendales*. Toronto: The Copp, Clark Company Limited, 1909. Cloth \$1.25.

The Chippendales are an old Boston family, full of tradition and governed by "the New England conscience." Blaisdell, a modern, hustling man of business grows richer and richer, changes the business world of Boston, buys the Chippendale family mansions, works himself into the charmed circle by means of his wife's step-sister, also of old family, and finally rules the financial world through "electric coke," the invention of a blue-blooded Bostonian.

HARLAND, HENRY. *The Royal End*. Toronto: Musson Book Co. Cloth, \$1.25.

Mrs. Harland wrote the concluding chapters of this book after the death of her husband, the author of "The Cardinal's Snuff-box," etc. A very rich American girl is introduced travelling with friends in Venice and the Val d' Arno. Many suitors long for the hand of this original, independent girl. The scene shifts to a colonial mansion in New England, and the life and nature of man in the old and the new world are cleverly contrasted. The girl remains true to the love she confessed early in the story under the sunny skies of Italy.

RICE, ALICE HEGAN. *Mr. Opp*. By the author of "Mrs. Wiggs of the Cabbage Patch," etc. Illustrations by Leon Guipon. Toronto: William Briggs. Cloth, \$1.25.

The happy touch of the author of "Mrs. Wiggs of the Cabbage Patch" makes real to us Mr. Opp, the man of two natures, one vain, weak and devoted to gorgeous raiment and seal rings, the other wholly unselfish, who devoted himself body and soul to a mentally weak little step-sister. Mr. Opp becomes editor and proprietor of a typical village newspaper, and in it teaches some needed truths. His chief assistant is a character and his love story is refreshing.

WARNER, ANNE. *In a Mysterious Way*. Toronto: Musson Book Co. Cloth, \$1.25.

The heroine is a strangely exalted creature yearning for self-sacrifice. She thinks she loves a prominent man she has only seen a few times, and when he is frightfully hurt and disfigured in an accident plans to marry him and nurse him. She buys a little house in a secluded village and is hysterically happy in making it ready for the bridegroom. The other characters are a natural young girl and a civil engineer working in the village, between whom a warm love grows up. In the background is the loquacious village postmistress—as original and funny as anything the author of "The rejuvenation of Aunt Mary" has given us.

CRAWFORD, F. MARION. *The White Sister*. New York: The Macmillan Company, 1909. Toronto: The Macmillan Co. of Canada. Cloth, \$1.50.

Prince Chiaromonte, the head of an old Roman family and a devout son of the church, refused on marrying to obey a law of the new Italian government that civil ceremony alone makes a marriage legal. He is married only by the religious ceremony, and dying suddenly his only daughter Angela is pronounced illegitimate and turned out of her old home utterly penniless. She finds a refuge with her former governess. A young Italian officer who desires to marry her remains faithful in spite of her loss of fortune and social position. They are shortly to be married, when he receives orders to proceed at once to Africa. In six weeks it is reported that the whole party has been killed. Angela broken hearted takes the veil. The ending is quite unexpected.



Illustration from "A Gentleman of Quality,"  
by Frederic V. Dey. (L. C. Page & Co.)

DEY, FREDERIC VAN RENSSELAER. *A Gentleman of Quality*. Boston: L. C. Page & Company. Cloth, \$1.50.

Another story of a man with a double and like most stories of this class very diverting. The author seems to have invented an entirely new plan for utilizing the dual personality and his hero is brought into a situation, for which there is apparently no conceivable explanation in reason. The problem is solved in a unique and wholly satisfactory manner in the last chapter. The story can be recommended as an ingenious and entertaining tale.

ORCZY, BARONESS. *The Old Man in the Corner*. Illustrated by H. M. Brock. Toronto: William Briggs, 1909. Cloth, \$1.25.

The clean author of "The Scarlet Pimpernel" has departed a little from the vein of her previous tales and in this new book enters the field of criminal mysteries. The little old man in the corner is an habitué of a London restaurant, with whom a woman reporter strikes



up an acquaintance and from whom she gets the solution of many of the murder mysteries convulsing London. It is in reality another Sherlock Holmes book, without the great detective, and many of the stories are equally engrossing.

WILLIAMSON, C. N. and A. M. *Set in Silver*. Illustrated. Toronto: The Musson Book Company, 1909. Cloth, \$1.25.

The story opens with Audrie Brendon, pretty, twenty-one, and a teacher of singing in Madame de Malunet's finishing school, setting out for England to pose as the real Ellaline Lethbridge before the latter's guardian, Lionel Pendragon, who has never seen his charge and who has come all the way from Bengal to intercept, unconsciously, her impending elopement. It was a beautifully laid plan to deceive him, but the Mock Dragon proves a most attractive Britisher after all, and it wasn't very hard for him to induce Audrie to become one of his party on an eight weeks' motor tour through the highways and byways of old England. Especially when the real Ellaline could, meanwhile, be pursuing her lover's plans!

DAVIS, RICHARD HARDING. *The White Mice*. Illustrated by George Gibbs. Toronto: McLeod & Allen, 1909. Cloth, \$1.25.

Mr. Davis again resorts to South America for the scene of his new novel. The White Mice are an organization of young Americans pledged to succor and save people in distress. Two of them Roddy Forrester and Peter de Peyster go to Venezuela, the former as an employe of his father's construction company and the latter as a looker-on. They become interested in a political prisoner, General Rojas, who is being slowly done to death in a dungeon of the castle at Porto Cabello. The white mice determine to save him and the story tells of their brave effort. A pleasing love story is woven in, as well as political complications, ending in a brief sharp revolution. The story is artistically perfect.

YORKE, CURTIS. *Mollie Deverill*. London: John Long. Boston: Dana Estes & Company. Cloth, \$1.50.

Mollie Winthrop, to please her father, marries Dorian Deverill. She does not wish to marry—least of all Dorian. Dorian himself does not wish to marry—least of all Mollie, whom he regards as a mischievous, irresponsible sprite, not at all his "style." How the two work out their destiny, amidst the gradual dawn of affection, to an end of happiness forms the main current of the story; and there are highways and bypaths of interesting and amusing happenings.

PHILLPOTTS, EDEN. *The Three Brothers*. New York: The Macmillan Company, 1909. Toronto: The Macmillan Co. of Canada. Cloth, \$1.25.

Vivian, Nathan and Humphrey Baskerville, three brothers and members of an old and honored Dartmoor family, are the chief characters in this book. Divided into three parts, the first and second parts end with the death of the two elder brothers, while the third sees the regeneration of the youngest, who is earlier characterized as a misanthrope. Numerous other characters are introduced and each is clearly depicted. Over the whole story there broods the somewhat gloomy atmosphere of Dartmoor. It is a powerful book, artistically conceived.

HOCKING, JOSEPH. *The Sword of the Lord*. Toronto: Cassell & Co. Cloth, \$1.25.

A stirring romance of the time of Martin Luther. The hero is sent on a secret mission to Germany by

Henry VIII, with instructions to bring to England a German princess, daughter of an English mother, who is being held almost a prisoner by her German relatives. He must discharge his mission without safeguard or authority from the King. He finds Germany in a ferment over the teachings of Luther and has many exciting adventures in carrying off the young lady. The author has succeeded in making the period seem very real.

ANDERSON, ADA WOODRUFF. *The Strain of White*. Toronto: Musson Book Co. Cloth, \$1.25.

A tale of the Pacific Northwest. The "Strain of White" is in the blood of a beautiful half-breed girl, the daughter of a Yakima woman and an American army officer. The story opens with the girl going to the chief of the Yakimas to learn who her father is. Before she finds her father and is acknowledged by him, a great many interesting and exciting events take place in which soldiers, settlers and Indians figure. All these incidents help to a conception of what frontier life was like in the early days.

SETON, ERNEST THOMPSON. *The Biography of a Silver Fox, or Domino Reynard of Goldur Town*. Toronto: Coppl, Clark Co. Cloth.

The author states that his purpose is to show the man world how the fox world lives,—and above all to advertise and emphasize the beautiful monogamy of the better-class fox. He tells the story from his cubhood to his splendid prime of that aristocrat of foxes, Domino Reynard, and of his wild, free, happy life among the Goldur hills. The volume contains over one hundred drawings by the author.

STRINGER, ARTHUR. *The Gun-Runner*. New York: B. W. Dodge & Co. Toronto: Thomas Langton. Cloth.

Wireless telegraphy, which Mr. Stringer has taken as his favorite field of action, is again a prominent feature of his latest book. His hero is the wireless operator on board the tramp steamer, Laminian, bound from New York to West Indian ports. The tale records how the operator thwarts the plans of Ganley, the "Gun-Runner," who makes a business of smuggling powder and guns for the revolutionists in a South American town. The heroine, who is also on board the Laminian, aids the operator in defeating the schemes of Ganley.

CABOT, OLIVER. *The Man Without a Shadow*. Toronto: McLeod & Allen. Cloth, \$1.25.

A story of lost memory. The hero, Morton, succeeds his father as head of the Morton-Duggleby shipbuilding concern. Duggleby quarrels with him and hits him on the head. He loses his memory and is put by Duggleby in an asylum. At length he escapes and is pursued by Duggleby. He has many strange experiences before his memory returns.

MASON, CAROLINE ATWATER. *The Mystery of Miss Motte*. Boston: L. C. Page & Company. Cloth.

A clever picture of church life in a big American city, illustrating the intermingling of religion and worldliness in the clergy, whose congregations are made up of wealthy people. The heroine, who is introduced as an assistant to one of these clergymen, is surrounded with a mystery, which is duly evolved as the story proceeds.

#### Gift Books.

THOUGHTS OF MARCUS AURELIUS ANTONINUS. Edited by Dana Estes, M.A. Boston: Dana Estes & Co. The Noble Thought Series.

A choice little edition of the wisdom of the great



Roman Emperor, handsomely bound in limp leather, with photogravure frontispiece.

CARSON, BLANCHE M. From Cairo to the Cataract. With many illustrations from original photographs. Boston: L. C. Page & Company. Cloth

The reputation of the Boston publishers as producers of the finest descriptive and travel books in America is well maintained by the appearance of this handsome volume. With appropriately designed cover and many admirable full-page illustrations in sepia, it makes a



Illustration from "From Cairo to the Cataract," by Blanche M. Carson. (L. C. Page & Co.)

choice gift-book. The authoress treats her subject with much wisdom, knowledge and enthusiasm, giving a concise descriptive and historical narrative.

#### Miscellaneous.

FROM ZOROASTER TO CHRIST. An autobiographical sketch of Rev. Ihanjibhai Nauroji, the first modern convert to christianity from the Zoroastrian religion. With an introduction by Rev. D. Mackiehan, D.D. Edinburgh and London: Oliphant, Anderson & Ferrier. Cloth, 2s.

A collection of reminiscences culled from the memories of a long and notable life.

THE MANUFACTURE OF PAPER. By R. W. Sindall, F.C.S. London: Archibald Constable & Co. Toronto: Copp, Clark Co. Cloth \$1.80.

An elementary text-book giving an outline of the various stages of manufacture and indicating some of the improvements made during recent years.

THE CHILDREN'S CALENDAR OF SONG, GAME AND VERSE. By Mabel A. Brown. George Philip & Son, Ltd., 32 Fleet Street, London. 3s. net.

This book provides a syllabus designed to afford a seasonal series of songs, games and recitations for every month of the school year. Each month has an original song with music specially composed, a game based on the song, a recitation and appropriate occupations, together with outlines for nature-study lessons, etc., and quotations from the poets—all on the same seasonal basis.

HUMAN PHYSIOLOGY. An Elementary Text-Book of Anatomy, Physiology and Hygiene. By John W. Ritchie. Yonkers-on-Hudson: World Book Company. By mail 96 cents.

This is a well-made text-book on an important subject. The author is professor of biology, in the College of William and Mary, Virginia. He introduces a valuable chapter on germ diseases, which is something new in a book of this kind.

#### Canadian Books.

HERRINGTON, W. S. Heroines of Canadian History. Toronto: William Briggs, 1909. Copyright. 78 pages. 5¼x7½ inches. Cloth, 30 cents.

The publisher is doing a great service in producing such a book as this, which is so admirably adapted for supplementary reading in our schools. The sketches in the book, numbering ten, were originally prepared by Mr. Herrington in the form of an address to the Lennox and Addington Historical Society. They include the stories of such noted heroines as Laura Secord, Abigail Becker and Sarah Maxwell. A frontispiece shows six of the heroines. The book is well printed and strongly bound.

O'HAGAN, THOMAS, M.A., Ph.D. Essays: Literary, Critical and Historical. Author's edition. Toronto: William Briggs, 1909. Copyright. 112 pages, 5x7¾ inches. Cloth, \$1.

Contains five essays, one of which, "The Degradation of Scholarship," is a fearless attack on the education system of Ontario. The others are sympathetic studies of Tennyson's "Princess," "The Italian Renaissance," and "The Interpretation of Literature," and an essay on "Poetry and History Teaching Falsehood."

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Being the Literary Supplement of The Bookseller and Stationer of Canada. Published monthly in the interests of Canadian authors, publishers, booksellers and bookbuyers. Edited by W. A. Craick, B.A., Toronto.

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### BEST SELLING BOOKS FOR MAY.

#### Belleville.

1. Katrine. Elinor Macartney Lane. Musson.
2. Anne of Green Gables. L. M. Montgomery. Page.
3. Special Messenger. R. W. Chambers. McLeod.
4. Mr. Opp. Alice Hegan Rice. Briggs.
5. White Sister. Crawford. Macmillan.
6. Sowing Seeds in Danny. Mrs. McClung. Briggs.

#### Brantford.

1. Man in Lower Ten. Rinehart. McLeod.
2. Mr. Opp. Alice Hegan Rice. Briggs.
3. Septimus. W. J. Locke. Frowde.
4. Special Messenger. R. W. Chambers. McLeod.
5. Great Miss Driver. A. H. Hawkins. McClure.
6. Sword of the Lord. Joseph Hocking. Cassell.

#### Calgary.

1. White Sister. Marion Crawford. Macmillan.
2. Tono-Bungay. H. G. Wells. Macmillan.
3. Old Man in the Corner. Baroness Orczy. Briggs.
4. Katrine. Elinor Macartney Lane. Musson.
5. Chippendales. Robert Grant. Copp.
6. Septimus. Wm. J. Locke. Frowde.

#### Charlottetown.

1. Anne of Green Gables. L. M. Montgomery. Page.
2. Girl and the Bill. B. Merwin. Briggs.
3. Mr. Opp. Alice Hegan Rice. Briggs.
4. Katrine. Elinor Macartney Lane. Musson.
5. Life of James Robertson. Ralph Connor. Westminster.
6. Bridge Builders. Anna Chapin Ray. Musson.

#### Chatham.

1. Gun Runner. Arthur Stringer. Langton.
2. Elizabeth's Visit to America. E. Glyn. Duffield.
3. Mr. Opp. Alice Hegan Rice. Briggs.
4. Marriage a la Mode. Mrs. Ward. Musson.
5. Man in Lower Ten. Reinhardt. McLeod.
6. Lady of the Decoration. Frances Little. Musson.

#### Edmonton.

1. Man in Lower Ten. Rinehart. McLeod.
2. Lorimer. Harold Bindloss. McLeod.
3. Red Mouse. W. H. Osborne. Briggs.
4. Songs of a Sourdough. R. W. Service. Briggs.
5. Sowing Seeds in Danny. Mrs. McClung. Briggs.
6. Septimus. Wm. J. Locke. Frowde.

#### Guelph.

1. Anne of Green Gables. L. M. Montgomery. Page.
2. Elizabeth's Visit to America. Elinor Glyn. Duffield.
3. Septimus. W. J. Locke. Frowde.
4. Joshua Craig. D. G. Phillips. Briggs.
5. Elusive Isabel. J. Futrelle. McLeod.
6. Kingsmead. Baroness von Hutten. Musson.

#### Fort William.

1. Songs of a Sourdough. R. W. Service. Briggs.
2. Forest. Stewart Edward White. Briggs.
3. Quest. Justus Miles Forman. Harper's.
4. Lewis Rand. Mary Johnson. Briggs.
5. Alternative. G. B. McCutcheon. Briggs.
6. Sowing Seeds in Danny. Mrs. McClung. Briggs.

#### Hamilton.

1. Royal End. H. Harland. Musson.
2. Man in Lower Ten. Rinehart. McLeod.
3. Katrine. Elinor Macartney Lane. Musson.
4. White Sister. Crawford. Macmillan.
5. Mr. Opp. Alice Hegan Rice. Briggs.
6. Inner Shrine. Anonymous. Harper's.

#### Kingston.

1. Wood Carvers of Lympus.
2. Katrine. Elinor Macartney Lane. Musson.
3. Inner Shrine. Anonymous. Musson.
4. Peter. F. H. Smith. McLeod.
5. Anne of Green Gables. L. M. Montgomery. Page.
6. Mr. Opp. Alice Hegan Rice. Briggs.

#### London.

1. Katrine. Elinor Macartney Lane. Musson.
2. Man in Lower Ten. Reinhardt. McLeod.
3. Inner Shrine. Anonymous. Musson.
4. Sowing Seeds in Danny. Mrs. McClung. Briggs.
5. Nancy Stair. E. M. Lane. Musson.
6. Songs of a Sourdough. R. W. Service. Briggs.

#### Moncton

1. Man in Lower Ten. Rinehart. McLeod.
2. Mr. Opp. Alice Hegan Rice. Briggs.
3. Loaded Dice. Elmyr Clark. McLeod.
4. Septimus. W. J. Locke. Frowde.
5. Special Messenger. R. W. Chambers. McLeod.
6. Hearts are Trumps. A. Otis. McLeod.

#### Montreal.

1. Message. Louis Tracy. McLeod.
2. Elizabeth Visits America. E. Glyn. Duffield.
3. Inner Shrine. Anonymous. Harper.
4. White Mice. R. H. Davis. McLeod.
5. White Sister. F. M. Crawford. Macmillan.
6. Set in Silver. C. N. & A. M. Williamson. Musson.

#### Peterboro.

1. Red Mouse. W. H. Osborne. Briggs.
2. Climbing Courvatels. C. W. Townsend. Copp.
3. Mr. Opp. Alice Hegan Rice. Briggs.
4. Trailers. Mason. Revell.
5. Hand-Made Gentleman. Irving Bacheller. Harper's.
6. Together. Robert Herrick. Macmillan.

#### Quebec.

1. White Sister. Crawford. Macmillan.
2. Mr. Opp. Alice Hegan Rice. Briggs.
3. Bronze Bell. Louis Joseph Vance. Briggs.
4. Katrine. Elinor Macartney Lane. Musson.
5. Joshua Craig. D. G. Phillips. Briggs.
6. Lorimer. Harold Bindloss. McLeod.

#### St. Catharines.

1. Man in Lower Ten. Rinehart. McLeod.
2. Bronze Bell. Louis Joseph Vance. Briggs.
3. King of Arcadia. Francis Lynde. McLeod.
4. I and My True Love. Mrs. Keays. Briggs.
5. The Inner Shrine. Anonymous. Musson.
6. Set in Silver. C. N. & A. M. Williamson. Musson.



**St. John, N.B.**

1. Kingsmead. Baroness von Hutten. Musson.
2. Heart of a Child. Frank Danby. Macmillan.
3. Set in Silver. C. N. & A. M. Williamson. Musson.
4. Mr. Opp. Alice Hegan Rice. Briggs.
5. Message. Louis Tracy. McLeod.
6. Special Messenger. R. W. Chambers. McLeod.

**St. Thomas.**

1. Anne of Green Gables. L. M. Montgomery. Page.
2. Message. Louis Tracy. McLeod.
3. 54-40 or Fight. Emerson Hough. McLeod.
4. Sowing Seeds in Danny. Mrs. McClung. Briggs.
5. Peter. F. H. Smith. McLeod.
6. Septimus. W. J. Locke. Frowde.

**Stratford.**

1. Silver Fox. E. S. Thompson. Copp.
2. Bronze Bell. Louis Joseph Vance. Briggs.
3. Riverman. Stewart White. Musson.
4. Old Man in the Corner. Orczy. Briggs.
5. Mr. Opp. Rice. Briggs.
6. Delafield Affair. F. F. Kelly. McClung.

**Toronto.**

1. Man in Lower Ten. Reinhardt. McLeod.
2. Climbing Courvatels. C. W. Townsend. Copp.
3. White Sister. Marion Crawford. Macmillan.
4. Inner Shrine. Anonymous. Harper's.
5. Marriage a la Mode. Mrs. Humphrey Ward. Musson.
6. Septimus. Wm. J. Locke. Macmillan.

**Vancouver.**

1. Million a Minute. Hudson Douglas. McLeod.
2. Man in Lower Ten. Reinhardt. McLeod.
3. Mr. Opp. Alice Hegan Rice. Briggs.
4. Girl and the Bill. B. Merwin. Briggs.
5. Princess Zara. E. Beekman. McLeod.
6. Canon in Residence.

**Winnipeg.**

1. Anne of Green Gables. L. M. Montgomery. Page.
2. Barrier. Rex Beach. Musson.
3. Riverman. Stewart White. Musson.
4. Servant in the House. C. R. Kennedy. Harper's.
5. Man in Lower Ten. Reinhardt. McLeod.
6. Peter. F. H. Smith. McLeod.

**Canadian Summary.**

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**United States Summary.**

1. Katrine. Elinor Macartney Lane.
2. Man in Lower Ten. Mary Roberts Rinehart.
3. Bronze Bell. Louis Joseph Vance.
4. 54-40 or Fight. Emerson Hough.
5. Chippendales. Robert Grant.
6. Story of Thyra. Alice Brown.

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20868. Evangeline. By Henry Wadsworth Longfellow.  
Edited with Notes by John Jeffries, B.A. (Book.)

Morang Educational Company, Limited, Toronto, 4th May.

20869. Caesar de Bello Gallico, Books IV and V. Edited, with Introduction, Notes, etc., by E. W. Hagarty, M.A. (Book.) Morang Educational Company, Limited, Toronto, 4th May.

20878. University Endowment Policy. (Book.) John J. Broderick, Cornwall, Ont., 5th May.

20880. Poems of a Pioneer. Canadian Melodies and Miscellaneous Poems. By William Johnston. (Book.) William Johnston, Blanchard Township, Perth County, Ont., 6th May, 1909.

20881. Seven Tales from Shakespeare. By Charles and Mary Lamb. (Book.) Morang Educational Company, Limited, Toronto, 7th May.

20887. Hail Canada! (Poem.) Anna M. L. Schubart, Toronto, 10th May.

20889. Nos Origines Litteraries. Par l'Abbe Camille Roy. (Livre.) L'Abbe Camille Roy, Quebec, 10 mai.

20890. The Marshlands (Third Edition) and the Trail of the Tide. By John Frederic Herbin. (Book.) William Briggs, Toronto, 11th May.

20895. Official Automobile Road Guide of Canada, with Map, 1909. (Book.) James Miln, Toronto, 12th May.

20896. L'Indicateur Commercial de Quebec at Levis, 1909-1910. (Livre.) Lauzier, Deslauriers at Trottier, St. Sauveur de Quebec, 12 mai.

20901. The Elements of Bookkeeping and Business Practice. By W. J. Ross, A.C.A. (Book.) William James Ross, Barrie, Ont., 14th May.

20902. Electrical Conductors. (Book.) Edward F. Sise, Montreal, 14th May.

20903. The Canadian Newspaper Directory, 1909. Sixth Edition. Anson McKim, Montreal, 14th May.

20904. McLachlan's System of Penmanship. (Book.) Duncan McLachlan, Chatham, Ont. 14th May.

20925. Cobalt Silver Mines. Second Edition. (Book.) A. E. Osler & Company, Toronto, 21st May.

20926. Lovers of the Horse. (Book.) George M. Rose, Toronto, 21st May.

20927. Blair's Canadian Drawing Series, Book 5 A, Geometrical, Senior Grade. By David Blair. The Copp. Clark Company, Limited, Toronto, 21st May.

**INTERIM COPYRIGHTS.**

1126. Toronto Program. (Journal.) L. M. Coulter, Toronto, 5th April.

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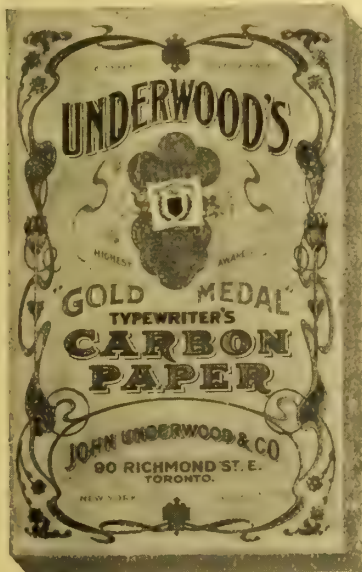
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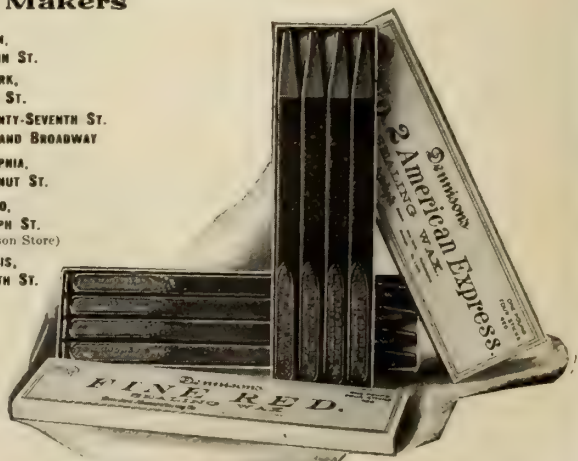
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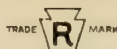
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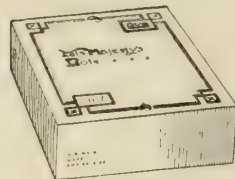
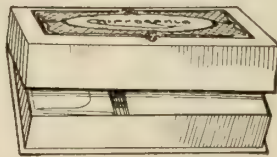
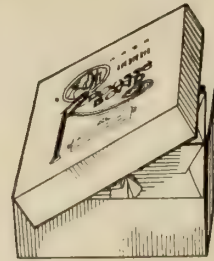
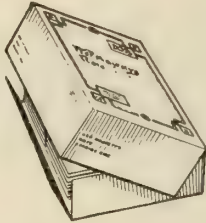
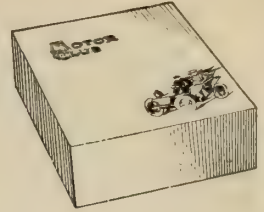
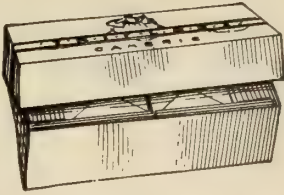
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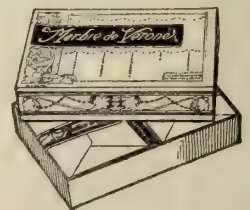


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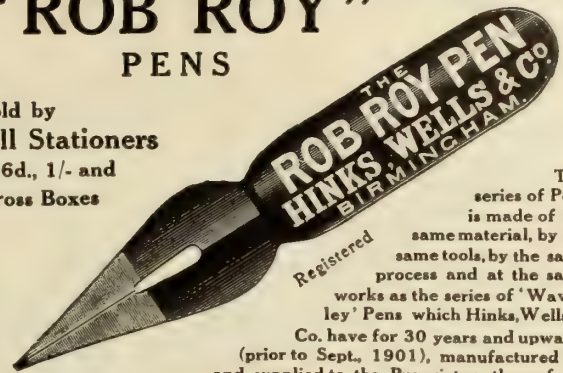
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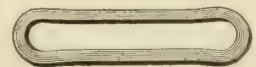
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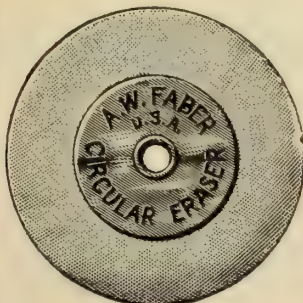
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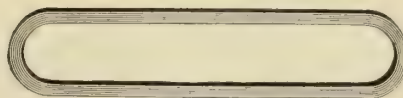
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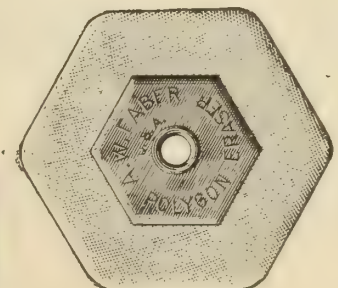
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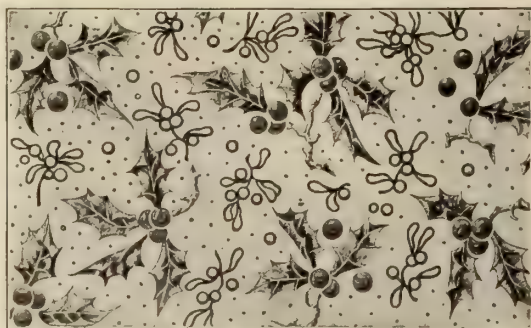


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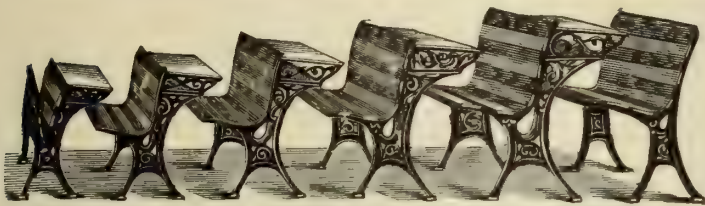
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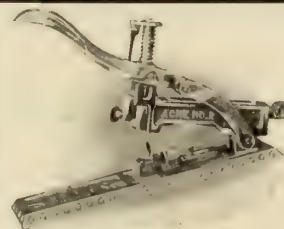
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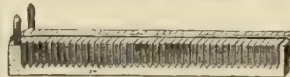
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Vol. XXV.

TORONTO, CANADA, JULY, 1909

No. 7

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Vol. XXV

TORONTO, CANADA, JULY, 1909.

No. 7.

## EDITORIAL COMMENT

The Fall Special of Bookseller and Stationer will be published this year in September. It will be a notable production in view of the fact that it will celebrate the Twenty-Fifth Anniversary of the establishment of the paper. Already advertisers are booking space and the prospects are, that from the point of size, the number will be a record-breaker. Plans are being made to give the editorial end special attention, and numerous articles of value will appear.

\* \* \*

At least one Canadian newspaper has had the courage to come out and attack the Eaton school book contract. The Kingston Whig in its issue of June 28, said: "It is dawning on some people that the Whitney government made a mistake in giving to the T. Eaton company a complete contract of the public school books. Cheapness of service is very desirable, but it is not everything. The government should have held the power of distribution and so prevented a departmental house becoming the only medium through which the people and the schools may be supplied with readers. The booksellers make this their chief and distinguishing grievance, and it must be said that it has a reasonable foundation. The sellers have protested against a condition that makes them the suppliants, the sufferers or the victims of the publishers. They must, in the interest of their business, sell school books, and they must do it at the T. Eaton Co.'s prices, without cut in wholesale purchases. This may be a matter of no concern to the Whitney government, but it concerns hundreds of retail merchants and they are entitled to some consideration."

\* \* \*

Fancy the ingenuity of Hon. Dr. Pyne in tracing the source of attack on his school book contract to the electrical interests. On another page we give an explicit denial to any such charge on behalf of all the MacLean trade papers. So far as the Bookseller and Stationer is concerned, we took action at the earnest solicitation of the trade, in whose interests we are in duty bound to fight. In fact we were reproached by some people for not getting to work sooner and more vigorously. The trade have undergone a great and grievous injustice.

To say that it required the electrical ring to point that fact out to them is an absurdity.

\* \* \*

During the week of July 19, the stationery trade of the United States will assemble in convention at Toledo. We have previously commented on the progress shown by the American organization, which has grown within a few years into a powerful body. In connection with this year's meeting, which takes place so near the Canadian border, we would suggest that some of our stationers should take a trip across to Toledo and see just how the Americans conduct their convention. We have been assured that Canadians would be entirely welcome at the meetings.

\* \* \*

Merchants who feel no pleasure in their business should learn what they would rather do and go about it. Too much is heard from the man who thinks the occupation he pursues is the last one on earth. His every action becomes distasteful to those who enter his store. Goods seldom sell themselves. There must be a salesman behind the counter and in order to become one, a merchant must enjoy his business and enjoy talking about the goods he has for sale. They have to be properly presented and the personality of the salesman counts for much. Too frequently merchants complain. Everything seems to go wrong with them and their tempers and attitudes are reflected in their faces when purchasers come into their places of business. To succeed in your business you must enjoy it. You must realize that your business is the source of all your pleasure and you will soon make a pleasure out of your business.

\* \* \*

During the past eight years the disastrous effects of trying to manufacture wall paper and selling it at flat prices has caused the failure or abandonment of thirty-two factories in the United States.

It is impossible to estimate the amount of loss incurred by the jobbers and retail dealers during the same period.

There does not seem to be any good reason why the wall paper industry, which is essentially decorative in its character and therefore belongs to the arts as much as it does to the manufactures, should not be a remunera-

tive business; nor is there any good reason why the retail dealer who carries a stock of this decorative material should not demand and obtain a good profit through handling this material, for in many instances his advice is asked and expert knowledge is necessary in order to be a successful vendor of wall paper. In eight cases out of ten he is applied to as to his ideas in regard to certain shades harmonizing, blending or contrasting with the carpets or furniture of the room; this advice being given in a conscientious and careful manner. The vendor is certainly entitled to adequate remuneration as on his judgment in many instances the retail customer relies for the charming effect desired in wall paper decoration of the home.

The subject is an important one to merchants who handle wall paper as an integral part of their business. In another column we publish a number of statements from dealers in the U.S. who are tired of the existing conditions and are ready to adopt any plan that will give them fair remuneration for the capital invested, the time and energy necessary, and the artistic knowledge required, in order to make this business a success.

The old saying, "The agitation of thought is the beginning of wisdom," is as true to-day as ever it was, and it is to be hoped that those interested in the sale of wall paper, will, on giving their best thought to the matter, find it possible to do their share in bringing about a reform by heartily supporting the movement should the manufacturers undertake it.

\* \* \*

Owing to the great amount of detail work connected with the compilation of our half-yearly book list, announced for publication in this number of Bookseller and Stationer, we have been compelled to postpone its appearance until the August number. This will give us an opportunity to verify every entry and improve our classification. Meanwhile, if any books have been omitted, publishers have time to notify us and thus make sure of having them inserted. We might add that the project has been very generally approved.

\* \* \*

Advises received from the foreign rubber manufacturers state that at present they are losing money on their exports of manufactured rubber goods and that a stiff increase is likely to go into immediate effect. Pure Para rubber has advanced from 50 to 100 per cent., which means that if the present market conditions continue, toys made of rubber or partly of rubber will advance from 10 to 25 per cent., according to the amount of Para rubber entering into their composition. Nearly all the trade will be directly interested in this, particularly those operating toy departments in connection with their stock. Para rubber is largely used in India rubber balls, mechanical toys, etc., and the price of these will be affected. A prominent wholesaler says if the trade are offered import orders at anything like last year's figures he would consider it a good buy.

#### SELLING WINDOW SPACE.

One of the developments of unsatisfactory retail business during the last year has been the offer of certain promoters to pay retailers for their window space. In

some cases this has been accepted, as the temporary increase in revenue looked attractive. Across the line the practice has been more prevalent, but stores in some of the larger Canadian centres have also been approached.

The plan appeals to the average retailer. He is offered, if the store has a good location, about \$25.00 a week or \$50 for 10 days some times for the use of one of his windows. He is assured that the display of the article to be exploited will be so attractive that many customers will be brought into the store. In fact from every viewpoint the proposition is made attractive.

The story of how this worked out will serve as a warning to retailers to investigate thoroughly such propositions. One retailer gave his window to a display of fountain pens. The sales for the special period were good and the promoter was prolific in his guaranteeing of the pen. However, trouble came thick and fast as soon as the promoter had folded his tents and gone to fresh fields. The pens were absolutely unsatisfactory and the reputation of the dealer suffered in consequence. Returns were so numerous and customers so dissatisfied that this particular dealer is still wondering why he went into the plan and is figuring out how many people he has antagonized.

#### PRIVATE GREETING CARDS.

It has been suggested that some retailers are not taking the greatest advantage of the possibilities offered, in the private greeting card business. Most are content to place the book on their counters, and allow people to inspect it or not at their pleasure. In the meantime a canvasser secures a book of samples and canvasses the territory thoroughly, and in this way skims all the cream off the trade, and the retailer is left to take those who have been missed by the canvasser (who as a rule are few) or those whose curiosity has been aroused by him, but who failed to order at the time. After investigating the business from the viewpoint of its profit-getting properties, it is found that it is highly remunerative. To make it so, however, the retailer must get after the business as early as possible and make a thorough canvass of their people.

Christmas greeting cards are not difficult to sell, as it can be pointed out to a purchaser that they are a saving to those who buy them. At Christmas time when there is a multitude of acquaintances, friends and relatives to be remembered, they can to a greater extent be made to take the place of presents, owing to their private character. If a person feels that they must send a small present to someone, it is difficult to find anything which will cost much under one dollar. It is in just such cases as this that a private greeting card can be substituted and give quite as full satisfaction as a present costing much more. Nondescript cards with no individuality could not do this on account of their general character.

From this, then, it seems that it behooves the retailer to get after this business and not let it slip through his fingers any longer.



# DR. PYNE'S "RED HERRING" DOES AN INJUSTICE

Minister of Education knows that Eaton Contract was Grave Blunder  
—Attack on MacLean Papers Merely an Attempt to Burke the Question—  
Will not Satisfy the Retailers — Two Remedies have been Suggested.

**H**ON. Dr. Pyne, Minister of Education for Ontario, has returned to the attack on MacLean's Trade Journals which he began a few weeks ago during a platform address. His latest attack is in a letter to a Hamilton bookseller published in the Herald of that city. He says "There is a criticism arising from certain electric corporations, and through their influence certain trade journals are endeavoring to stir up the retailers of the province by means of circulars. The men who are at the back of this have really no financial interest in the books, and are endeavoring to use the retailers of the province for their own interests."

Hon. Dr. Pyne's statements regarding the influence which induced MacLean's Trade Newspapers to take the stand they have in regard to this matter are most unfair, and what is more they are untrue. The so-called electric ring neither in word or even by suggestion, had anything to do with the articles in question. One who is head of the educational institutions of Ontario should make sure of his facts before he speaks. He should not make wide ventures in speech even if it is for the purpose of "saving his face," as the Chinaman would say. He should be an example for probity as well as for sound logic.

The fact of the matter is that the Education Department has made a grave blunder, and no one knows that better than Dr. Pyne himself. His attack on the MacLean trade papers is merely an attempt to burke the question and to draw a red herring across the track.

## No Quarrel with the Government.

MacLean's trade papers have no complaint to make against the Ontario Government because it has brought about cheap readers. One of the planks of the party now in power when it was in opposition was cheaper school books and it was their bounden duty to carry out this policy and to get books as cheaply as possible commensurate with efficiency. We believe it has honestly tried to carry out its pre-election promises in this respect. It is obvious, therefore, that we have no quarrel with the Government on this point. Where we break with them is in regard to method. The T. Eaton Company is not a publishing house in the accepted sense of the term. It has a printing plant employed wholly for printing its own catalogues and other literature. That in itself is perhaps not a serious objection.

Where the Government made the mistake was in giving the contract to the Eaton Company before considering its import. We are not quarreling with the Government because they made this mistake. Governments as well as individuals err. We only ask, in view of the fact that they did make a mistake, that they take steps whereby the evil wrought the retail trade in Ontario may at least be modified.

## How the Evil May Be Modified.

The Government can do this in two ways. They can stipulate that the imprint of the Education Department shall be placed upon the books instead of that of the T. Eaton Company. Furthermore, besides doing this they can distribute the books themselves.

We are not asking them to do something they cannot do, but are merely asking that they do that which under the provisions of the contract they have the power to do. As an act of justice to the retail interests of the country they should not hesitate to move in the matter.

Drawing a red herring across the track will not lead the retail trade to any other conclusion than that the onus of affording relief rests upon the Government. To the retail trade the red herring smells "fishy," and it will not divert retailers from their purpose to secure a remedy.

It is quite true as Dr. Pyne says that MacLean's trade journals are working in the interests of the retail trade. Why shouldn't we? No one knows better than Dr. Pyne the harm the department stores have wrought to the retail trade. In this reader contract the Education Department of Ontario, unknowingly it is true, place in the hands of the T. Eaton Company a weapon more powerful and potent than any yet possessed by that or any other department store to further cripple and maim the retail trade.

## Title Page Practically an Ad.

For ten years and perhaps for longer, because the contract is renewable, every reader that leaves the department store will have on its title page what is practically an advertisement for the T. Eaton Company. As pupils requiring a reader can get it from the T. Eaton Company for the same price as the local retail dealer is charged they will only in rare cases be satisfied to pay the higher figure which must necessarily be demanded by the local dealer if he cares to handle the book at all, as the parents of the children are not likely to hesitate as to where they will buy the books. Twenty per cent. is twenty per cent., and they will be as anxious to save that discount as any business man would be on his purchases. Consequently parents will send to the department store for the readers and not only for them but for other school books besides.

But the trouble is they will not stop at school books. When sending for the latter they will naturally order general merchandise—food, clothing, house furnishings.

## Every Reader an Eaton Agent.

Every reader bearing the imprint of the T. Eaton Co. will be an advance agent for the latter into every home which it enters.

It is these facts which are alarming the retailers of this country and cause them to join with the MacLean trade journals in asking the Government to exercise the privileges it possesses under the terms of the contract.

The Hamilton Herald warmly praises the Government for providing cheap readers but says that the objection to the readers being used for advertising the T. Eaton Co. is a sound one. "No advertising matter" it declares, "ought to be allowed within the covers of these school books." That, in reality, is all that the MacLean trade newspapers are asking for.

Judging from the way in which Dr. Pyne is trying to draw a red herring across the track the Government is not yet disposed to modify the terms of the contract. Until they are persuaded the retail trade should not let up for one moment in their agitation to have the objectionable features of the contract modified.



# SELLING MAGAZINES IN THE HEART OF TORONTO

J. P. McKenna Offers Some Suggestions as to How he Does it—Disposes of a Million Post Cards a Year—His Views on Trade Questions.



A LESSON IN DISPLAY

How J. P. McKenna of Toronto arranges his stock to attract custom.

"If you can't get it elsewhere, try McKenna's." For years this has been an accepted business maxim in Toronto with any one in search of something not easily obtained in the reading line.

How many different publications, periodicals and papers do you think Mr. McKenna handles? I asked him the other day and was surprised to find that over 1,000 are represented on his tables and shelves. "Every publication on earth," has been his motto and if he has not got it he will procure it for you on short notice.

The general newsdealer and bookseller carries the regular lines of magazines and daily papers, but Mr. McKenna goes deeply into the periodical business. With him it has always been a hobby. You can obtain any publication in the mechanical, electric, art, motoring, scientific and advertising line. He does not offer to send away for technical or trade papers. He keeps them in stock.

## Always in the Centre of Toronto.

For some years John P. McKenna has been in the book business in Toronto. He has always had a stand on Yonge Street. The premises at 169 Yonge Street, which he has occupied for some months, are very central and generous in flooring space when compared with his former quarters a few doors south. His establishment is 100 feet in depth and 15 feet in width. He could secure perhaps even larger quarters, but he wants to be in the thick of the business battle—in the very front of the firing line at the great cross roads of traffic, Yonge and Queen Streets. He catches a large tourist trade

and his store is headquarters not only for news but also for picture post cards.

How many picture, view and souvenir cards does he dispose of every year? The figures are staggering—just one million, that is all. Placing an order for 25,000 Toronto views is almost as common an occurrence as it is for the proprietor to go to his dinner.

"When I began business," he added, "I liked the news end and devoted special attention to it. When picture post cards first came in vogue, I also took up that line and have made a specialty of it. We have over 300 different views of Toronto alone and, as for other ranges represented, we have 2,000 sets. These include patriotic, holiday national and comic cards and views. Several are sold in sets of six each from 15 cents up to 50 cents per set."

Probably in Mr. McKenna's immense selection there are 15,000 designs or ideas embodied. The output of Tuck, Valentine, and Miller & Lang are the principal lines carried.

## The Way he Sells Post Cards.

"How do I sell so many cards?" continued Mr. McKenna, "why I make a feature of the business, not a side line. I decorate my windows with St. Patrick's cards on March 17th and for several days previous. During Easter week I make a big display of Easter cards and novelties, and so on at each anniversary. On the occasion of every national holiday or celebration I endeavor to promote the sale of appropriate reminders or souvenirs. I do more than this. On the date of



Taft's inauguration as President of the United States I filled a portion of my windows with pictures of him in various poses and also displayed views of the city of Washington, while I had several small American flags for sale. The result was that I disposed of a great many of these cards to Americans either residing or visiting in Toronto."

The entire depth of Mr. McKenna's store is filled on one side with picture post cards displayed to advantage in wire frames. Many, as already stated, are sold in sets but a large number are individually purchased by the public. This refers to the views of Toronto, Montreal, Halifax, Vancouver and other cities.

"Is their sale declining? Do people buy as many post cards as formerly?" I asked.

"Of course they do and a great deal more," was the response. "The local view card will always command a large and ready market. Anniversary and birthday cards, Easter, Christmas and New Year's, St. Patrick's Day, Victoria Day, etc., are popular and, if featured here or anywhere else, should create a big sale. The so-called funny card, which is often suggestive, if not vile, and the coarse, inartistic, caricature have pretty nearly had their day. The resources and possibilities of picture post cards are wonderful. I do not think the practise of remembering one's friends and the absent members of the family is at all likely to fall into decay. The better class of cards now have a constant response from buyers and the custom of greeting former associates by little tokens through the mails is a pretty one. By window exhibits and other original schemes, picture post cards should make one of the strongest items in any book or stationery business. But I have already talked enough on this line."

## How He Built up a News Trade.

Referring to the sale of periodicals Mr. McKenna said that he is always "willing to take a chance." Many periodicals, which he orders, are not returnable and he has, therefore, to be careful and not get loaded up. "If you come in here," he observed, "and ask if I have a copy of some new technical or other publication, I would, if not in stock, order it and have it by such a date. Generally the one who wants it, will call. We are seldom disappointed. If the inquirer does not, we probably sell the magazine to some one else. If a reader desires to get it regularly through us we will take his subscription and deliver the publication at his door for less money than he can obtain it direct from the publisher and pay the postage. We deliver all magazines to our subscribers who live within a reasonable distance from the store."

"When do you decide to regularly carry in stock a monthly publication? What is your rule in this respect?" was next asked.

"You know there are issues of something all the time and the way I decide about carrying anything new in the printed line is this. If an inquiry or two is received for a publication, which is a fresh venture, I send for two or three copies, look it over, and size it up. If, in my judgment, I can sell it, or rather it is likely to sell, I add it to my collection. I have thus followed out the news branch to its legitimate conclusion. I also handle the leading American daily papers. You have to watch the news end of your business intelligently and thoughtfully and stop all leaks but, by featuring certain monthlies in your windows and by other means of advertising, you can make the turn over big enough so that it will pay handsomely. I have by this method sold as many as 500 copies of one journal in two days."

## Sale of Copyright Novels.

While devoting particular attention to the news and post card sides Mr. McKenna is not unmindful of the fiction end. He reports that there is in Toronto a constant, continuous demand for all the latest copyright novels. The demand is most pronounced at the Christmas holiday season but there are many purchasers at all times. Standard works and English classics are not carried to any extent as the departmental stores have seriously cut into this trade and so reduced the price that it would not be profitable for booksellers to handle them. No cheap editions of any particular class of books are kept, but any present day novel in either cloth or paper binding is in stock.

The special series of art works and pictures of Harrison Fisher, Henry Hutt, Christie, Gibson, etc., are stocked in large numbers. The art department is well looked after; so are tally cards, playing cards and special pictures for each anniversary.

## Postage Stamps.

Mr. McKenna handles postage stamps. Selling them, he says, is a nuisance, but they draw trade to the store



J. P. McKENNA

Who has the reputation of handling more different magazines than any other newsdealer in Toronto.

especially as many visitors to Toronto come in, buy a picture card and want a stamp to send it away then and there. "You thus see how the selling of stamps fits in" he says. "I do not now do any newspaper advertising, but I formerly spent several thousand dollars a year with good results. I change my window decorations daily and always seek to fill them with something striking and seasonable. Then I have a man walking up and down Yonge Street. He bears aloft a standard about 'McKenna's bookstore, 169 Yonge St.' The reading matter is frequently changed. One day it will read 'Tally cards at McKenna's, etc.' the next day, 'Special Easter novelties,' 'Finest line of stationery, souvenir cards, etc.'"

Mr. McKenna does not have any bargain sales in the sense that this term is usually applied. He has clearing sales and offers special inducements very often putting plain figure tags on the articles that he desires to get rid of. There is no such a thing as tagging and

bargaining stuff all the time with Mr. McKenna. He can do enough business by maintaining and adopting a dignified yet progressive style of selling books. He has shown by practical means how a bookseller who specializes and concentrates can score a distinct, outstanding success in two or three departments and command a wide trade in these branches. He has evolved the most modern methods of displaying papers, periodicals and magazines, while his post card arrangements are so convenient and his exhibits so attractive that the casual caller is tempted to buy, as there are presented to his or her gaze hundreds of different views.

Other lines in which Mr. McKenna deals extensively are guide maps of the various provinces of Canada and atlases issued by Rand, McNally & Co. He disposes of some 3,000 or 4,000 maps and atlases annually. Guide books to every city of importance in the United States and Canada are also among his specialties, as well as all the plays issued by the Penn Publishing Co. of Philadelphia. He has catalogues printed giving a complete list of all the plays that he carries, and by this means has worked up a large mail order business. He has a full stock of Baedeker's guides to all countries, elocution and recitation books and other miscellaneous lines, among them Zyback's summer and winter views of Niagara Falls, selling as many as 1,000 of these large pictorial productions a year.

The premises of Mr. McKenna are admirably laid out, the interior is well lighted and the stock neatly and attractively kept. Thirteen electrically lighted silent salesmen show cases on the right of entrance extend the full depth of the store. They serve a double purpose—that of counter and for the display of papeteries, art productions, leather goods, bibles, hymn books, etc.

Mr. McKenna has a second store on the corner of Elm and Yonge Street which looks after all the uptown business.

## A NOVELTY INK PENCIL—THE "LONGSHORT."

One of the latest and at the same time most useful and convenient novelties is the "Longshort" stylo made by Mabie, Todd & Co., London, Eng., who also manufacture the widely-used "Swan" fountain pen. Like the latter article, the "Longshort" is made from the very best material. It has the platinum-iridium point, which ensures long wear; also gold needle in box spring. One

and is always ready to write with a steady, continuous flow of ink. The retail price is \$1.00. The imprint Mabie,



Size Closed—2½ Inches.  
LONG for Hand; SHORT for Pocket.

Todd & Co., is a sufficient guarantee of the merits of the "Longshort."

## TERSELY TRUE.

Suppose your newspaper published the same new news every day. How long would you continue to read that newspaper? How long can you expect people to read your advertising if you continue to use the same old copy day after day, week after week, month after month year after year?

"Staying qualities" count as much in advertising as they do in the prize ring. Hit a man with your persuasion once and the chances are he won't be impressed. But keep on "landing" judicious publicity in his buying plexus and the battle for his confidence and patronage is yours. —Profitable Advertising.

## POST CARDS IN GERMANY.

A correspondent of the Novelty News, who has recently returned from Germany, gives some interesting details which go to show the importance of the post card industry in that country.

Every little town has several exclusive post card depots; and some cities have more post card shops than grocery stores. The post card factories are of an enormous size. The buildings look like cotton mills, and one can hardly believe that such large plants are used for making post cards only. One big factory has 112 cylinder printing presses and employs 1,500 hands for making post cards and nothing else. Statistics show that one million people are employed in Germany in the manufacture of post cards, and the factories are unable to fill over 50 per cent of their orders. The secret of this constantly increasing demand lies in the production of high-class goods. The people have gradually been educated to appreciate an artistic post card and they buy them liberally. The very best artists of Europe are now employed in painting post card



Size Open 4½ Inches.

of the most striking features of the "Longshort" is its convenience. Being short when closed it can easily be carried in the vest pocket or ladies' hand bag, and yet when open is a comfortable writing length for the hand. It is safe to say that these useful qualities will be much appreciated by the average customers. There has been since first manufactured an exceptionally large and continuous demand for these pencils on the Continent and in the East and there is an increasing number of sales being experienced in Canada. Business men and office workers find the "Longshort" almost indispensable in their daily work. It never leaks, never gets out of order

pictures. One German painter of international reputation who has become famous for painting historic pictures, says that his orders for pictures from the post card houses will keep him busy for the next two years. The view card factories are all doing a very large business—the output of this class being something enormous.

Lord Northcliffe (Sir Alfred Harmsworth) will personally superintend the inauguration of a big campaign in Western Canada in the interests of all his publications. His headquarters will be at Winnipeg and the campaign will open on August 15.



# GERMAN MANUFACTURER VISITS CANADA

Owner of the Great A. W. Faber Concerns Touring America—Something about the Plants he Controls—Of an old and Aristocratic Family.



ALEXANDER, COUNT VON FABER-CASTELL

Owner of A. W. Faber's manufactories in Europe and the United States, who is at present on a visit to America.



ERNEST MEUSEL

General Manager of A. W. Faber's Manufactories.

Vancouver, June 25.—Among the distinguished visitors to this city last week was Count von Faber-Castell, owner of the great pencil manufactories in Europe and America of A. W. Faber. Count and Countess von Castell have been in America since May and are visiting all the principal cities. On his return east the Count hopes to see Toronto, Montreal, Ottawa and other Canadian centres.

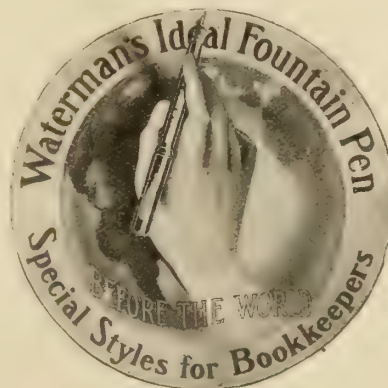
The Count, jointly with his wife, Ottilie, Countess von Faber-Castell, owns the world famous pencil manufactory of A. W. Faber, in Stein, near Nuremberg, which was established in 1761. Besides this pencil manufactory, the Count owns A. W. Faber's important plant in Geroldsgruen, in which factory, besides pencils and rulers, the calculating rules are manufactured, which for accuracy of division and precise, exact workmanship, stand without superior in the world. The ink and color manufactories in Noisy-le-See, near Paris, are also widely known, owing to the high quality of their products.

The Paramount Rubber Works in Newark, which produces erasers and rubber bands of the highest quality, is likewise owned by the Count. In addition to these manufacturing plants, the Count owns branch houses in Berlin, Paris, London, New York and Newark.

The Count, who is also one of the largest real estate owners in Bavaria, commands a staff of the most competent officials, employes and skilled laborers. The way in which the firm of A. W. Faber has the welfare of its many employes and workmen at heart is illustrated by the fact that a sum of 5,000,000 marks is set aside for pension funds and for the assistance of widows and orphans of all employed by the firm.

It may be of interest to know that in the year 1898 the Count married the grandchild of Baron Lothar von Faber, who may be called the "spiritus rector" of the firm of A. W. Faber, one of the largest concerns in the world, and for this reason the Count affixed the name "Castell" to the name "Faber."

The house of Castell is one of the oldest and most aristocratic of Germany, and its origin can be traced back to the eighth century. The oldest record which the house of Castell has in its archives dates back to the year 1010. Fastrade, the third wife of Charles the Great is said to have been a Countess of Castell. Frederick Barbarossa, the great Hohenstaufen Emperor, was godfather to a Count of Castell, and since then all members of the house of Castell are given the name Frederick as their second name, if not as first one.



New Card Sign.  
(L. E. Waterman Co., Limited.)

# HINTS ON ADVERTISING SUMMER READING

What Class of Books Sell Best—Largest Sales in the Paper-Covered Lines—Tourist Trade and Holiday Travel Create Big Demand—  
By William G. Colgate.

"Funny thing," said a bookseller and stationer the other day, "that you can scarcely sell a cloth-bound book in the summer or a paper covered one in the winter. The season apparently has a great deal to do with influencing people as to the kind of books they buy—I mean the recognized writers. In the hot weather a paper copy of a good novel sells much better, and in the winter a cloth-

bound volume, showing that during the heated months, readers prefer their literature like themselves in a garb which is light and airy. Economical reasons I suppose have something to do with this prejudice. A paper-covered book, being cheap can be left behind or thrown away, while the reader is loth to part with a more expensive volume. Whatever may be the reason I know we have the greatest demand for paper covered novels during the warm months of the year."

conjure up dreams of pleasant shady nooks, a cool verandah or a comfortable hammock swung beneath the old apple tree in the orchard. What else would the cloth bound book with its uncomfortable stiff board covers bring to mind but the library with its upholstered easy chair and warm interior furnishings, pleasant and cosy in the winter no doubt, but how hot and stifling in the summer.

Naturally the bulk of the demand for the popular class of reading comes from those going away on vacation trips, although those who remain at home comprise a by no means small number, of the total purchasers of the paper covered books, and magazines.

The bookseller who studies his business and the requirements of his customers knows enough to relegate the heavy reading to the top shelves in the summer while he brings to bear his faculty for attractive design in the inviting arrangement of his stock where it can be readily seen and inspected. While he must not forget his regular customers, the bookseller and stationer cannot afford to overlook the transient trade which comprises a large proportion of his summer business.

Some dealers in making window trims, have found that a combination display of magazines and books can be arranged into an effective design which will draw the attention of the public and tend to increased receipts in these lines.

Last month's Bookseller and Stationer told about an Ottawa newsdealer who had made a unique display of magazines in his window. The centre object was a wind mill

## POPULAR SUMMER READING

Paper covered books covering a wide range of subjects, including the ever popular fiction and travel stories by the best known authors. Just the thing to take away with you on your trip, or if you're staying at home, handy to have for Saturday afternoons and Sundays when you're lounging around the verandah or under a shady tree.

The special price which we offer them at should induce you to buy several. You'll have plenty of chances to read them.

*Price 20 cents per copy or 3 for 50 cents. Regular price 50c. per copy*

Drop in and see them. We have a large table full convenient for your inspection

**RICHARD G. STERLING & CO.**  
SHADOW RIVER      ONTARIO

Ready-Made Ad.

There is a dood deal of advertising value in this observation. The predeliction of the public taste for anything in particular should be taken into account by the advertiser when preparing his copy. He should ask the "why for" of public prejudice and where he discovers it he will usually find that his road to advertising success is thus clearly indicated.

Tourists and holiday travelers generally want everything they take with them to be of an inexpensive nature. "Something," they say, "that if it gets lost or spoiled, I won't need to worry much." They are out for pleasure and they don't want anything to interfere with their good time. Similarly the idea prevails when buying reading matter. It is either paper covered books or magazines. If they are lost or left behind the loss is trifling. Besides this, there is a psychological reason, which the average seeker after recreation does not realize. Paper covered books appear cool and inviting. They look "summery." Perhaps the purchaser would laugh at the thought, but its a fact, nevertheless. Paper covered books

driven by electric power and supposed to be grinding out copies for the public. A neatly lettered card bore the inscription "We are grinding for you at moderate toll." The attraction created a great deal of interest, and as a result the sale of the magazine increased fully one hundred per cent., and other periodicals shared in the increased

## IN THE SHADE OF THE OLD APPLE TREE

in a hammock in a cool verandah, boating or traveling, you will find a copy of one of the current magazines a most entertaining companion. In it a variety of topics are interestingly covered from science to fiction. Something to suit everyone and the price is cheap.

The articles and stories are just the right length. They don't tire you out and they make pleasant and profitable recreation during a time when you need it most. Magazines now have the call. Inspect our large assortment. We keep all the popular periodicals besides the high-priced magazines. Keep handy for your convenience.

**JAMES SIMPSON**

*Bookseller and Stationer*

TORRANCE

ONTARIO

Ready-Made Ad.



sales. This concrete example shows that effective window publicity pays the dealer—and pays him well.

It isn't every bookseller who has the means or the time to devote to elaborate displays. But one thing he can do by the exercise of a little thought and observation. He can soon learn the principles of effective window trimming and apply them to the displaying of the lines in all his departments. The most essential thing in window dressing is catchiness. A display must have qualities which will attract attention. No matter what class of goods a dealer may place in his window or how carefully he may arrange them, if he doesn't adopt some striking design or outstanding feature the display will be flat and uninteresting, and its value as an advertising medium rendered nil.

A good idea in getting up a magazine or summer fiction trim is to write to the publishers for copies of the window hangers which they have printed whenever a new book or anything specially interesting in a magazine is published. As these hangers are usually drawn and designed in colors by the most noted artists it will be easily seen how they will enhance the general effectiveness of a display and greatly increase its attractiveness and drawing power.

#### A Good Book Ad.

One of the best bookstore ads I have seen in a long time comes from the Mallagh Bookshop, London, Ont. I do not know who is responsible for the arrangement of the ad., but whoever is, seems to understand his business. One big advantage the ad. has is large space. It was set four columns wide and the full length of the page. The outstanding points of the ad. are the striking arrangement of the display, a well-balanced and symmetrical lay out and logical selling arguments, strongly persuasive in tone, backed up by special-price inducements. Timeliness was another good feature in view of the fact that with holiday time commencing, there arises a noticeable demand for cheap or low priced books. The border of books helped

### AN INTERESTING MEMENTO

of your trip is something that your wife, family, or friend would appreciate. Besides it would be nice to have something yourself as a pleasant reminder of your holiday.

Our stock of souvenirs includes a wide range of novelties, among them—Leather Whisk Holders in burnt wood effects, Paper Weights with local views attached, Post Card Albums, Ink Stands, Indian Work, Cushion Tops, Picture Post Cards, etc.

Prices from 15c. to \$4.50

Call and see them. You will be pleased with what we have.

THOMAS F. RICHARDSON

*Stephen's Block*

SWALLOW LAKE ONTARIO

Ready-Made Ad.

the artistic appearance of the ad. and lent effectiveness to the catchlines. I regret that I cannot reproduce the announcement here as it contains many valuable suggestions to those booksellers who are striving to get the best results from their publicity.

### NEW BUILDING FOR POWERS.

The Powers Paper Company are to build an immense new factory in Springfield, Mass. The building will have a frontage of 206 feet on Wason avenue and will be 300 feet deep. It will be a three-storey structure about 60 feet high to the top of the skylights, and will be of the solidest

## NEW BOOKS Just Arrived

The big book this month is Marion Crawford's  
**White Sister**

In this story the reader is taken back to Rome, the scene of so many of the late Marion Crawford's best stories.

Another good one is Robert Grant's  
**Chippendales**

A story of old Boston, also Thorne's "Retribution," Phlipott's "Three Brothers," Danby's "Sebastian," Booth's "Cliff End."

The members of our  
**Reading Circle**

have the reading of these new books at very little cost.

## Little's Book Store

Successor to M. G. Hay

mill construction with floors five inches thick and beams 16 inches square. This is very slow burning, and the factory will in addition be thoroughly equipped with automatic sprinklers, supplied from a spherical steel tank on the roof holding 60,000 gallons, supported on a steel frame reaching to the ground. The first floor will be 14 feet high, starting three feet below the ground level. The second floor will be 16 feet high, and the third 18. The factory will have 180,000 square feet of floor surface, a little over four acres, which can be increased by 40,000 feet by the introduction of mezzanine floors.

The products of the Powers Company will be all kinds of envelopes, papeteries and tablets. They are represented in Canada by A. Roy Macdougall, Toronto.

### IMPORTANT COPYRIGHT NOTICE.

Toronto, June 18th, 1909.

The Editor, Bookseller and Stationer,—

In your June issue of *The Bookseller and Stationer*, we notice a reference on page 26 to Sir Gilbert Parker's "The Lane that had no Turning." You enter this among other books, of which you say cheap American imprints may be freely imported as far as Canadian publishers are concerned. Will you kindly draw the attention of your readers to the fact that "The Lane that had no Turning" is copyrighted by Gilbert Parker; that the book is printed by us, and has been obtainable from us since we first published the book some years ago. It will be therefore necessary in the interests of the Canadian copyright edition that booksellers be duly warned against importation of illegal editions.

Yours faithfully,

THE COPP, CLARK COMPANY,

# PERSONAL AND TRADE ITEMS OF SPECIAL INTEREST

## News From the Trade Centres—Some Assignments—Thomas Todhunter Goes to New Westminster—Change in A. A. Weeks Hoskins Co.

P. W. Campbell has disposed of his book and stationery business in Forest, to R. B. Crosbie.

F. G. Dean is now covering Ontario for the Chaudiere Supply Co., makers of Bankers' Protective Ink.

The book and stationery stock of Thomas Wheatley, Sarnia, was sold by auction in Toronto, on July 14.

Mr. Peel, of the Red Star News Co., is now the wholesale agent for Harmsworth publications in London, Ont.

Harry Anderson with Arthur Anderson, stationer and printer, York, England, is at present on a visit to Canada.

John Mills, Wendell Holmes, and J. Robertson, booksellers, of London, Ont., had all displays of the Red Magazine last month.

L. J. Gundry, bookseller and stationer, Aymer, has assigned to W. Warnock. Mr. Gundry is one of Aymer's oldest business men.

The T. Eaton Co. secured the contract for supplying 25,000 new public school readers to the schools of Toronto. Their tender was \$2,300.

W. H. Smith & Sons, of London, Eng., have their book department manager, J. E. Metcalf, looking over the ground in Canada at present.

Geo. Spence, the vice-president of W. J. Gage & Co., has left for his summer residence at Port Carling, Muskoka, and will be away a couple of months.

John Neilson, an old resident of Hamilton, and for many years in the employ of Buntin Gillies & Co., wholesale stationers, passed away last month. At one time he was precentor in Knox Presbyterian Church.

M. G. Hay, St. Thomas, who disposed of his book and stationery business last spring to R. A. J. Little, expects to sail for England on the 17th inst., on the S.S. "Baltic." Mr. Hay will be accompanied by Mrs. Hay.

W. J. Stephenson, Wetaskiwin, has sold his book and stationery business to Edgar A. Hutchins, Neepawa, Man., who takes possession on August 1. Mr. Stephenson intends to go to the coast where he will look for an opening.

According to Canadian reports the sales of "The Budget and Family Journal," the latest Harmsworth paper, have fully come up to the expectations of the publishers, and a special effort will be made to boost it still further this fall.

George R. Sparks, representing A. C. McClurg & Co., Chicago, will be in Toronto during the week commencing July 26, staying at the King Edward Hotel, where a complete line of the fall publications of this firm will be on exhibition.

F. H. Chapple, Galt, has secured possession of the store lately occupied by Deans & Walker and will move in shortly. He will occupy the full three stories and basement. When alterations are completed, Mr. Chapple will have one of the best and largest stores in Galt.

J. W. Johnston, representing the E. Morris Co., of Vancouver, B.C., recently returned to headquarters, after

spending 5 months in his territory, Alberta and Saskatchewan. Mr. Johnston, whose headquarters are at Calgary, reports business in the two provinces as being distinctly good.

A. H. Stratton, Peterboro, has received the appointment of postmaster of his home city. "Ab's" abilities at selling postage stamps in his book store have at length received their just recognition. He is meanwhile on the look-out for a capable man to take the management of his store.

Thos. Todhunter, a successful business man, late of Portage la Prairie, in the same lines, has purchased the book and stationery business carried on for some years by J. J. MacKay, New Westminster. The name under which the business will now be conducted will be the Todhunter Book and Stationery Co. Mr. Burr and Miss Digby will remain with the new firm.

J. R. Irwin, of Harmsworth Publications, sailed on board the "Canada" last month (June), for England, for two months' holidays, although part of the time he will be with his firm in London planning his campaign for next season. James Sommerville, his assistant, who was at one time the Scottish representative of Sir Wm. Leng & Co., proprietors of the Sheffield Weekly Telegraph, has full control during Mr. Irwin's absence.

The A. A. Weeks Hoskins Co., of New York, has been placed by the courts in the hands of a receiver in bankruptcy. The receiver has been authorized to continue the business and it is his intention to do so with renewed energy. Steps towards reorganization have been taken which will place the firm in a better position than ever before. C. H. Numan, who is well known in Canada, will be in charge of the wholesale and retail departments during the existence of the receivership. All orders will receive immediate attention and prompt shipment will be made as heretofore.

### MONTREAL.

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Montreal, July 10.—Throughout the past month booksellers have found the sale of current fiction moving somewhat slowly. However when the tourist trade comes on with a rush a little later things are bound to brighten up and it is generally expected that when this time arrives the book part of this trade will come into its own again.

Some booksellers have already been visited by a number of tourists but up to the time of going to press most St. Catherine Street merchants find that the tourist trade, experienced so early last year, is arriving a little later than usual. However window displays are prominent in historical books such as "Historic Quebec," "Wonderland of Canada," "Among the Thousand Islands," "Views of Montreal," "Winter in Canada," etc., etc.

Post cards are running along as usual with the public showing preference to view cards of Montreal. Souvenir frames carrying Montreal views are also prominent and are being taken up by the public rapidly.

Among current fiction, "The White Sister," by F. Marion Crawford, published by Macmillan, is meeting with



great success and throughout the month of June held first position in Montreal as the leading seller.

"Iono Bungay," another book published by this firm, written by H. G. Wells, is also selling well. Another book prominent at present is "The Inner Shrine," of Harper's, as is also Mrs. Humphry Ward's "Marriage a la Mode," published by Musson. Reinhardt's "The Man in Lower Ten," published by McLeod, is also a good seller. Briggs is the publisher of "Mr. Opp," by Alice Hegan Rice. This book has created quite a demand, as has Elinor Glyn's "Elizabeth Visits America," published by Duffield.



## WINNIPEG.

Winnipeg, July 8.—The local jobbing houses are preparing for a very heavy trade in school supplies for the autumn term. Clark Bros. have just received two car

noticeable that little thought was taken by the average citizens to commemorate the birth of our Dominion in 1867. The patriotic spirit of American citizens resident with us usually asserts itself on July 4, and it is understood that elaborate plans are prepared for a gala day on that date. In fact the city for many years has witnessed some unique demonstration on American day and many true born Britishers look forward to the fourth of July rather than the first, as demonstration day.

The Canadian club have taken active steps to change the unconscious perversion of the public mind, and have put into the hands of the stationery and novelty retailers, myriads of Union Jacks and flags, which sell at a low figure to the public. These stores at present are literally covered with flags, and the windows present a gorgeous display. The window of John A. Hart is distinctly unique in that everything displayed is of Canadian manufacture. The display is not only beautiful but instructive.



AN ATTENTION COMPELLING STORE FRONT

The way W. A. Davis, Winnipeg, honored the Horse Show.

loads of scribblers imported from Scotland. For this line alone orders have already been received for three times the quantity ordered last year.

The beautiful landscape scenery in and about Winnipeg, and in the various parts of western Canada, is quite conducive for the development of a kodak trade in this city. This season, particularly, the kodak business has been very heavy. Tourists, picnics and campers all equip themselves with cameras before starting on their expedition. It is estimated that about \$30,000 has been paid to kodak manufacturers from Winnipeg retailers alone since April 1.

The retail stationers and booksellers have endeavored to emphasise as much as possible the celebration of Dominion Day. In previous years it has been decidedly

It would be well if more retailers would emphasise Canadian manufactured goods by placing them in stock, and selling them every day in the year. Mr. Hart is to be commended for his idea which shows what Canada stands for, in a commercial sense, after forty-two years' experience.

Ernest A. Martin, formerly representative here for Brown & Bigelow, returned from New York a few days ago and has been appointed sales manager for western Canada for the Sackett & Wilhelms Co., of New York, calendar and lithography manufacturers. This firm has only been doing business through jobbers, but realizing the great possibilities in Canada, have opened a branch factory in Toronto. Mr. Martin will occupy offices in the Canada Permanent block where he has been



for the past three years for Brown & Bigelow, and is showing an attractive line of new goods.

An important change has been made by Richardson & Bishop, of this city in their removal from the old stand on McDermot Street where they have catered to the public for many years. The new store is in the Canada Life block on Main Street. They have rented the whole building, using the basement and ground floor themselves, and subletting the second floor. The new store is 120 feet by 33 feet in dimensions, making an area of about 3,600 square feet. The old apartments were too small to permit any effective display of goods or to allow large stocks to be shelved in order to keep in touch with the rapidly growing trade. The management were not aware of the great value of the adequate facilities for window display until they moved into their new quarters. Not only is the window more serviceable for decoration purposes, but the spacious interior makes it possible to carry massive cabinets and voluminous ledgers always in stock without

dle class add a touch of realism which is further heightened by the tiny electric lights and the spectators in the "bleachers" of a year ago. In the other window is a miniature of the show building of to-day, complete in every detail. Placards at the back show that this change has been but the matter of a single year.

W. A. Davis and Russell Lang Co., have been awarded the contract to supply British publications to the Carnegie Library, while John A. Hart will supply the major part of the fiction. Some of those who tendered for these contracts did so at a ridiculously low and unprofitable figure. It is not generally known whether the lowest tenderer was given the contracts in each case. It is hoped however that this was not so. It is absurd that retailers should lose money on contracts in order to secure business from competitors. The library fund is large enough to pay for its stock of books, and there is no reason why the retail trade should not be strengthened rather than weakened by the library trade.



Special Display of Artists' and Architects' Supplies.

the appearance of overcrowding. The firm may lose some catch trade which they were used to in the old stand, being, as they were, in a fortunate wholesale centre, but the new attractive front, and the agreeable display of goods inside will be a means of developing the trade in a manner that was hopeless in the old quarters. The firm have made a specialty of architects' and engineers' supplies; one window of their store is filled with these goods at present. They have also the exclusive agency in western Canada for the L. C. Smith's typewriter.

The formal opening of the store has been postponed until the fall.

The book and stationery store of W. A. Davis was decorated beautifully during horse show week. In the east window was a miniature of the show of 1908 when the association was quartered in an open field, wind swept and with no protection from the fickle Manitoba climate. Real turf and several toy horses being shown in the sad-

The wholesale book and stationery houses report the wholesale trade rather quiet at present. Outside merchants are ordering carefully and in limited quantities. The wholesalers are not discouraged by this condition, but are rather pleased that retailers are not overstocking and running risks of failure to make returns.

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#### OTTAWA.

Ottawa, July 10.—Business is none too brisk just now and commercial men report trade as medium.

Geo. A. Abbott, of James Ogilvy, has issued his guide book to Ottawa and a very creditable and instructive work it is. Besides containing full particulars regarding the points of interests and how to best reach and see them, it provides a map of the city and several splendid half tones of the present and of the early capital.



The book and stationery stock of E. W. Martin who assigned to G. I. Gogo, Cornwall, was purchased by L. Gulbrandsen, 280 Dalhousie Street, for 31½ cents on the dollar.

Metcalf Co. experienced some loss occasioned by a fire in their block on the 16th of June. Their stock was valued at \$3,000, but was covered by only \$500 insurance. They are occupying temporary quarters with W. H. Fligg & Co., bicycles and safes.

Mr. Hitchcock, representing Eaton-Dyckman Co., manufacturers of blotting paper was in the capital last week.



#### FORT WILLIAM.

Fort William, July 5.—All booksellers and stationers report good business this month. The trade is picking up better every week. The tourists have begun to pass through this point and souvenirs are in great demand. There are many souvenirs sold here each year, partly because all boat passengers are detained here for a few hours to make connections with their trains. This offers a good opportunity to the hustling stationer who keeps on hand a fine assortment of souvenirs.

The postcard trade is very brisk at present, and is likely to keep getting better. Town views have been selling the best lately, but more recently all classes of cards are selling well. The kodak postcards of the new passenger boat "Hamonic" had a big sale. Books are selling fairly well. Stewart & Thompson have had a big sale of "Grosset & Dunlop's Popular Copyright Series."

Mr. Hebb, L. E. Waterman Co.'s western traveler, was in the city around June 25 and we believe left with a happy smile, which perhaps, signifies good orders. Mr. Hebb is an old friend of Fort William people and is always welcomed.

Mr. Thompson, of Stewart & Thompson, of this city, has returned with his bride from an extended honeymoon. Mr. and Mrs. Thompson had a lovely trip in the States going to Minneapolis, St. Paul, St. Louis and other cities. It seems rather difficult for Mr. Thompson to get down to real work once more.

John Hill, of the Central Book store, is making a specialty of postcards this month and has a beautiful display. It is "taking" well.

The joyous first was loyally observed by Fort Williamites, all but the stationers who were kept busy dispensing ice cream and ice cream soda to the heated crowds.



#### ST. JOHN.

St. John, N.B., July 10.—Souvenir goods, magazines and new books, photo supplies, etc., are to the front now and the booksellers and stationers are looking forward to a very profitable summer season. The warm weather in the New England States has driven the tourists down this way "where breezes blow," and every boat and train is bringing large passenger lists.

The new premises of J. M. Roche & Co., on King Street, opposite the Royal Hotel, are very attractive. The store is large and roomy and is fitted up in the most modern way with glass front wall cases, silent salesmen counters and the two large windows afford an excellent opportunity for displaying souvenir and photo goods. The firm makes a specialty of developing and printing photos for amateurs and they find it a very profitable branch of work. E. G. Nelson & Co. also do this class of work and it is a great aid in pushing the sale of photographic supplies.

The wallpaper season is pretty well over now, at least the rush part of it, and the dealers report that business has been very satisfactory.

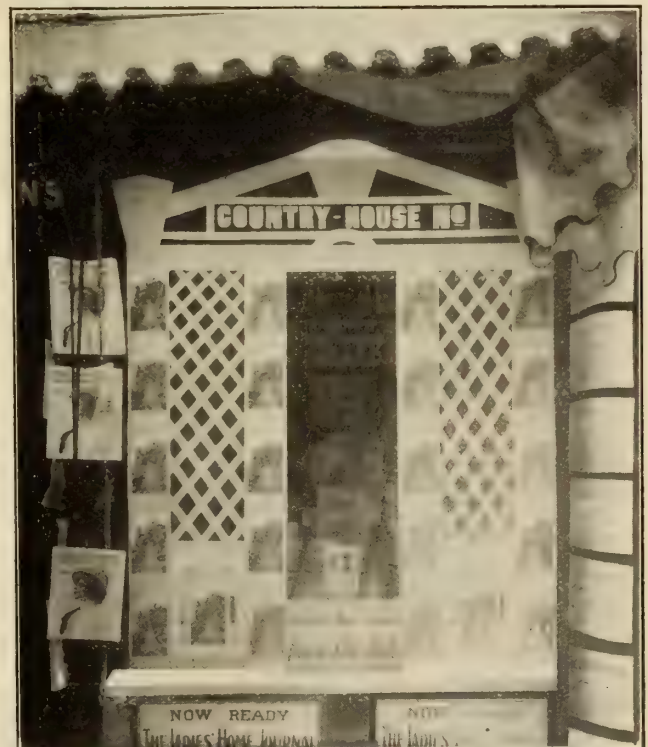
The picture post card craze seems to be as strong as ever and with new lines being constantly added, sales are keeping pretty level.

Hall's bookstore has inaugurated a "magazine exchange" which is proving a popular feature. For a small fee patrons can exchange for different magazines each month.



#### VICTORIA.

Victoria, June 30.—The new order of things in Victoria is to be responsible for the removal of another business landmark. T. N. Hibben & Co., who for over forty years have been located in the same premises, are to move out. Hy. Young & Co., the large dry goods dealers have acquired the lease of the Hibben premises in order to extend their already large store. Hibben & Co. some years ago bought the old Colonist building, with the idea of having a place to go to in just such a situation as at present obtains. They are to put a three storey addition on the Langly Street side of the property and the dividing wall between the two stores at present occupying the premises is to be pulled down and the store fitted out in up-to-date style. The new store will be 132 feet deep by 45 feet wide. The two large stores, when completed will give a smart appearance to the part of Government St. they occupy.



A SPECIAL MAGAZINE DISPLAY  
Arranged for an Ottawa store by Oliver Combridge.

#### A PRIZE WINDOW.

The window shown in the accompanying illustration won one of the Ladies' Home Journal's cash prizes recently. It was dressed for C. R. Stephen, of Ottawa, by Oliver Combridge, an example of whose work as a window-decorator was shown last month. Mr. Combridge writes, "I put red tissue paper behind the lattice work, which made it appear like red glass and produced a striking effect at eventide."

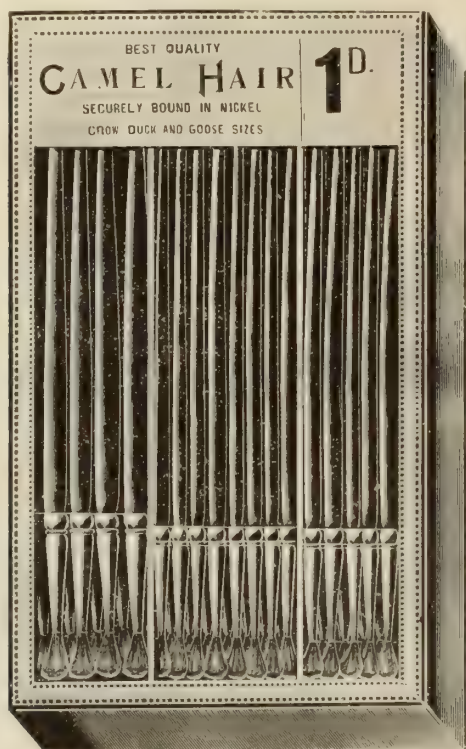


# WHAT MANUFACTURERS AND JOBBERS OFFER

More About School Lines—Development of an Art in Wax—Loose Leaf Note Books—New Wallpaper—Additional Items About School Supplies.

## Paint Brushes.

A new line of camel's hair paint brushes, a large number of which will be required for the school trade, is being shown by Buntin, Gillies & Co., Hamilton. The brush-

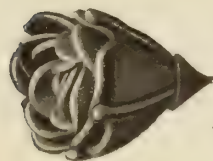


(Buntin-Gillies & Co.)

es contain the best quality of hair, securely bound in nickel and fitted with wooden handles. They can be supplied in two styles as follows: No. 682, three sizes assorted, one dozen on a card, and No. 716, six dozen, three sizes assorted in a glass top display box.

## The Development of an Art in Wax.

One of the most fascinating of fads, and one sure to result in profit to the stationer is that of art work in sealing wax. Not only hat pin heads are made in prac-



The New Art in Sealing Wax.  
(Dennison Mfg. Co.)

tically every shape, as shown by the illustration, but heads, pins, buckles, etc. In making a sealing wax hat-pin head of the simplest style, a common black-headed pin can be used for the foundation. A stick of commercial wax is heated over an alcohol lamp and the pin head covered. Over this is spread fine perfumed sealing wax of the basic color desired, and the head is made round, smooth and shining by much heating and twirling over the flame. On this are then dropped spots of fine sealing

wax in harmonizing colors. When the pin is again heated over the lamp and slowly twirled, the melting wax will run around and around in ever-varying curves and designs.

These pin heads are practically unbreakable. They will not melt except under the most intense heat, and they are certainly beautiful, being a close imitation of enamel. Hats and gowns may be matched in color, a desirable point in this year of fashion, and it is no wonder that in many cities in the States the fad has grown to large proportions and stationers are profiting by selling quantities of the necessary wax.

The Dennison Manufacturing Co., Boston, have published an attractive booklet giving directions and many little desirable suggestions as to the best manner to work in wax, which they are glad to send to all interested.

## Cards and Programmes.

The Copp, Clark Co., have an artistic line of place, score and tally cards, and dance programmes, comprising a wide assortment of numerous designs in photogravure and hand-colored effects. They constitute an assortment abounding in original designs, beautiful colors, and dainty ideas tastefully arranged. They possess the quality which lends warmth and color to the fleeting hours of a social evening, and should prove strong favorites with all who cater to this class of trade.

## Germ-Proof Slates.

W. J. Gage & Co. report that the advance orders for this brand of slates have been far ahead of their anticipation. Every germ proof slate, whether cloth bound, wire bound or "D" style is "First Quality," and has these words stamped on the frame. The trade have been very quick to adopt and purchase a series of slates that are actually "First Quality" in name as well as in nature, and although the ordinary old style slate is carried by the Gage Co. and can be bought at a lower price, the almost unanimous demand is for "Germ Proof First Quality" goods.

## New Catalogues.

W. J. Gage & Co. have just prepared a new revised handsomely printed and illustrated catalog of their lines of manufactured goods. This is their catalog No. 1 and will be followed next month with a new catalog No. 3 of Stationers' Sundries. A copy of No. 1 has been sent to the trade and should any dealer by any cause not have received one, a post card to the firm will bring

it. This catalog has been most carefully prepared and is an invaluable aid in making up orders for stationery.

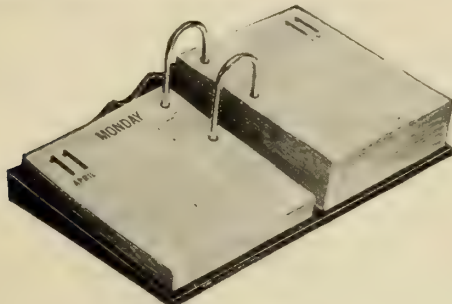
## A Demonstration Booklet.

A tastily made booklet has been prepared by W. J. Gage & Co. to demonstrate their Century Series of writing tablets. The covers of the tablets are shown in their finished form and to each is attached one sheet of the paper used in that particular tablet. Each tablet contains 100 sheets and is padded by the Perfect process with blotter attached. Every stationer should have one of these booklets at hand for reference.



## 1910 Gem Desk Calendar Pads.

One of the most popular desk calendars on the market is the "Gem." It has twice the writing space for memoranda, and occupies less desk room than others. The "Gem" is manufactured by The Sam'l. C. Tatum



(Sam'l C. Tatum Co.)

Co., Cincinnati, Ohio, who report many advance orders for 1910 pads, which are now ready for shipment.

## The New Staunton Lines.

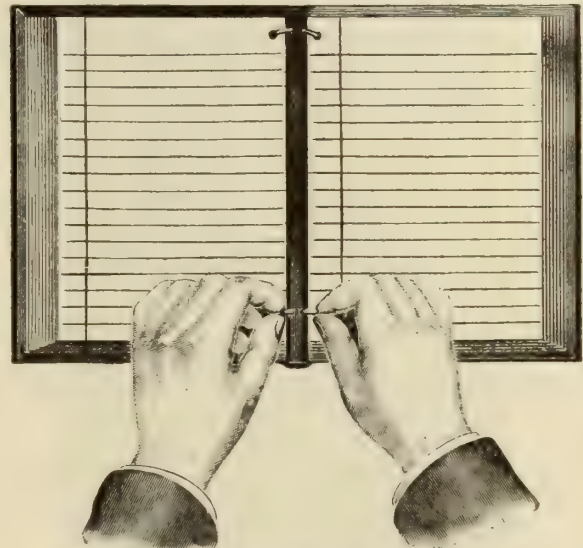
In the Staunton line of wall paper for 1910, while due consideration is given to the fact that a large section of the trade requires goods that will suit the popular taste and sell rapidly, it has been borne in mind that highly artistic effects have been steadily growing in favor. In the development of this tendency it must be stated that Stauntons have done a great deal. Many patterns in Art Nouveau styles are shown, the deeper tones and colorings being employed. Weave and fabric effects are well represented, and there is a good showing of Jasper grounds in medium and high grades. An assortment of oatmeal ingrains is another feature. These have already met with a very large sale. A unique and what promises to be a very acceptable introduction is a line of "Engravures," printed from copper rollers in oil colors. By this means effects impossible with the ordinary printing presses are obtained.

Through their connection with the Imperial Wall Paper Co., of Glens Falls, N.Y., and the Wm. Campbell Co., of Hackensack, N.J., Stauntons are enabled to give an unprecedented variety of designs and colorings. While they manufacture in Toronto all of those grades which can economically be printed here for the Canadian trade,

those lines which can more advantageously be produced in the States are manufactured in the plants referred to. Stauntons are the sole representatives in Canada for the Campbell and Imperial people, and goods selected from these two "Import" lines will be shipped to customers on regular wall paper terms. They will continue to handle the Sanitas waterproof cloth wall coverings, and with a rich assortment of tiles and burlaps are in a particularly strong position to serve every need of the Canadian trade.

## Twin Ring Loose Leaf Note Book.

W. J. Gage & Co. are bringing out a series of loose leaf note books for students' use called the "Twin Ring." The binding mechanism consists of two rings which open with a slight pull on either ring. They can be closed by a slight pressure on either ring. The books



(W. J. Gage & Co.)

are bound in extra quality black cloth and contain 100 loose leaf sheets, ruled faint and margin line. All sheets can be inserted or taken out as desired and extra fillers are supplied as wanted. This series of loose leaf note books which are made by W. J. Gage & Co., in their own factory can be retailed at prices which will make them popular with students and scholars.

# LET OUR PAPERS ARGUE

their own case. Put them in stock, examine them point by point, their quality, their writing surface, their manufacture, their putting up. Each will be an argument for you. Show them to your discriminating customers, and the sale is made. Your profits on satisfactory papers are continuous. Put us to the proof.

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**Fine Paper Makers**

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## CHANGE IN PRICING OF WALL PAPERS —Samples Priced Separately for Borders and Side Walls—A Return to the Old System—Prophetic Utterance of S. S. Boxer Six Years Ago.

Apart from the marked improvements in designs of Canadian wall paper, as described in part, the outstanding feature of the 1910 range is the new scale of prices adopted by Canadian manufacturers. Samples now being shown by travelers are priced separately for borders and side walls. It is well known that it costs more to manufacture borders, and the prices of borders for 1910 de-



S. S. BOXER

livery are based upon this fact. For the last three years since flat prices have been in force for borders and side wall, results have been unsatisfactory to manufacturer and retailer alike. Canadian manufacturers have wisely decided that their prices must be based upon the standard of four years ago.

A glance through the lines of Canadian manufacturers is evidence, however, that the prices for the season of 1910 are not on the same scale as four years ago. Roughly speaking, the total advance does not exceed 10 per cent. over the cost of border and side wall of a similar line a year ago and this is not as high as formerly before the change to flat prices.

It is not expected that retailers will find it difficult to obtain from their customers the new scale of prices.

Many lines of merchandise have advanced in recent years, and the public is well educated to expect higher prices. Further it means additional profit for the retailer.

Canadian wall paper manufacturers have taken retailers into their confidence, and have issued a very neat booklet on the border price question. This booklet states their position fairly and effectively and makes clear that the interests of manufacturer and retailer are mutual. To those who have not received a copy, any Canadian wall paper factory will be glad to supply one.

### Looks Like Prophecy.

The article reproduced hereafter, from *Bookseller and Stationer* of July, 1903, is reprinted because it reads like a prophecy. At that time it was pointed out that the change to a flat price would be detrimental to the interests of all concerned in the wall paper trade, especially the retailer, and in view of the restoration of the border price to an ordinary paying basis as far as the manufacturer is concerned this article seems to be worthy of reproduction.

Two years ago, when the Continental Wall Paper Co., of the United States ceased to exist the American manufacturers began to sell at what are known as flat prices, that is, side wall, ceiling and border all at equal price. S. S. Boxer, vice-president and managing director of the Watson, Foster Co., Montreal, saw at once that this would seriously harm, if not ruin, the retail wall paper trade not only of the United States, but of Canada also. Many retail dealers in Canada, without going into the matter, came to the conclusion that if they bought their borders at the same price as side walls from American factories, they would be buying their goods cheaper than if they bought from Canadian factories, paying the usual advance price for borders. Mr. Boxer knew that this was not the case, but that the retailer, in reality paid from 15 to 25 p.c. more for his American goods on a flat price than he would pay for Canadian goods with a border price and he issued a most comprehensive comparative statement to the wall paper trade of Canada, which clearly showed that American wall papers at a flat price, cost, as before stated, considerably more than Canadian. This comparative statement was so thoroughly correct that it was at once appreciated by the Canadian wall paper trade, and Mr. Boxer received letters from buyers from all parts of Canada thanking him for putting the case clearly before them.

Had the Canadian manufacturers followed the idea of flat prices inaugurated in the United States, the retail wall paper dealers of Canada would today be selling their borders at the same price as side walls, and their business would have become as unprofitable as it has in the United States, as every dealer knows that the bulk of his profit lies in the borders.

No one can overestimate the credit due to Mr. Boxer for his foresight in this matter. He is probably without a superior on this continent in his knowledge of the wall paper business, and is personally and favorably known to nearly all the wholesale and retail trade of Canada, and the company with which he is connected has prospered under his management."



**THE MUSIC SECTION DURING THE SUMMER Months—Sheet Music Still to the Fore—Not Affected by the Public Leaving the Cities and Towns for the Summer Resorts—New Songs for the Fall Being Arranged for.**

#### Sheet Music.

The sale of sheet music is just as strong as ever notwithstanding the fact that the music loving public are either preparing or have already gone to the country. The fact of people going away does not very materially affect the sale of sheet music, as in most of the country hotels is to be found a piano, and what would the holidays be like without music.

Publishers are already preparing their list of new songs for the fall theatrical season and booksellers who get in on this trade now and stock sheet music, no matter how small the quantity to start with, will reap the benefit later. The fact of a merchant being able to get a copy of a song asked for by a customer from one of the jobbers within a day or so shows at once that a large stock of sheet music is not necessary. The merchant making a display of about ten of the latest songs in his window and carrying a stock of a similar number in his shelves is bound to make a good turnover every six months. Try it, Mr. Bookseller.

A few of the vocal pieces that are new to Canada are "Stingy Kid," "Dublin Daisies," "Mandy Lane," "My Pony Boy," "Naughty Eyes," and "Shine on, Harvest Moon." The above are published by Jerome H. Remick Co., Detroit.

A song which is making quite a hit in Montreal at present is "Ciribiribin." The words are in Italian and English. Arnett Delonais Co., Chicago are the publishers.

Shapiro Music Publishers, New York, have two good vocal pieces in "Tittle Tattle, Tattle Tale," by Herbert Ingraham, and "The Billiken Man," by Goetz & Gideon. The last mentioned song has been featured by Miss Blanche Ring.

"Yip-I-addy-I-ay," song published by Cobb & Flynn, is characterized as the song sensation of London and Paris. "Shapiro" is the sole selling agent.

"In Sunny Italy," written by Fred Fischer and published by Fred Fischer, continues to hold its own. It is a good song.

#### When We Two Were in Love.

"When We Two Were in Love" is the inspiring title of a daintily written ballad by Phillip E. Netten, a well-known and accomplished Montreal musician. Mr. Netten has composed both words and music and the piece is published in good form by the Nordheimer Piano & Music Co., Montreal. The music is considerably above the ordinary, while the words are genuine poetry that would remind one of Clifton Bingham or others of the popular ballad writers of the Old Land. Here in a stanza:

"When we were only sixteen, dearie,

Those happy days when all the world seemed fair,  
The sun shone bright and sweet, the birds were singing,  
And breath of fairest flowers filled the air.

Then came a day, my life's one day, dear,

The sun still shone, but it was clear forgot;  
The birds still sang, but only in your voice, dear.

Ah! we two were in love and knew it not."

The technique of the song is attractively simple and perfect. It will no doubt have a large sale among the lovers of high class expression of the "Greatest thing in the world." Mr. Netten has composed other work and his arrangement of some of the finer compositions are known in the most exclusive circles. He has conducted

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We have recently opened an office at 300 St. James St. Montreal  
We intend to introduce in Canada this highly profitable line, and travellers will cover the Dominion shortly

*Sample Albums Free, showing cards, printed complete, in exact state as delivered to customer*

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sacred concerts with great success in Montreal and Lachine, where he is best known in the Anglician choirs.

Mr. Netten is a native of Newfoundland where his father is a well-known clergyman. It is not surprising that Mr. Netten should be so prominent a figure in Anglician church affairs considering that he grew under the very shadow of its beauties.

Among the instrumental pieces to the fore is "The Harvest Hop." It is published by Chas. L. Johnson, Kansas City, Mo., and composed by himself.

"Remick" has three good things in "Under the Tents," by Chas. N. Daniels"; "Sweet Violets," by W. C. Powell and "Poker," by Charlotte Blake. The three are quite worthy of mention.

"Sociability" by Al Brown is good instrumental music. It is published by Shapiro Music Publisher.

White Chapman Music Co., Troy, N.Y., have a good thing in "Happy Hank." It is written by Leslie Moore.

## ON THE ROAD AND OFF

### Interviews with Traveling Men and Personal Items About Their Doings.

Charles Burton, manager of the Fancy Goods Co., of Canada, Toronto, has just returned from a two months' trip to British Columbia and the West. He looks much improved as a result of his travels. A gain of over twelve pounds in weight, a healthy looking coat of tan and a generally alert appearance are some of the outward indications which testify to the invigorating effect of the western climate.

"Business in Vancouver and in the whole Province of British Columbia is exceedingly brisk," said Mr. Burton, "and their trade is growing enormously. The eastern section simply cannot have any adequate idea of the way things are shaping themselves out there. Conditions have never been so good in the history of the province. Take the town of Fernie, which was burned out not long ago; the people there are using every possible means to rebuild, and in order to do so, are assuming obligations which most easterners would hesitate some time before accepting. The town shows evidence of its progressiveness in the number of new buildings which have been put up since the fire and the building operations which are now under way. The mining fields are more active than they have been for some time past. I believe that Alberta will become the banner province of the West. There is a fine class of people going into that section of the country. Most of them are farmers and they understand how to work the ground to the best advantage. A good percentage of them have plenty of money. Yes, and they're spending it, too. It's a fine country to do business in."

"Crops? The prospects are excellent for a good crop. I believe if climatic conditions continue favorable they will harvest the best crop they have ever had. This year, the whole country generally experienced the effects of a backward spring. Out west, however, they seem to have caught up, for the grain is further advanced now than it was for the corresponding period last year. Judging from the genuine optimistic feeling which prevails out west, there ought to be developed some exceptionally good business prospects for the trade this year. Personally, I am extremely well satisfied with the results of my trip, and that's about all one can expect, isn't it?"

## Of Individual Interest.

A. Roy MacDougall, Toronto, is at present scouring the maritime provinces for orders for Staunton's wall paper.

R. H. Vogdes, representing the White & Wyckoff Manufacturing Co., Holyoke, Mass., has just returned east from a western trip, during which he visited Winnipeg. He reports having done a nice trade with the Winnipeg jobbers in high-class stationery, and new "Arts and Crafts" goods, including calendars, handwrought brass writing desk sets and novelties.

W. C. Bell, of the Musson Book Co., arrived back in Toronto from his annual coast trip about the first of the month. He was delighted with business done.

Mr. Hedding, representing the Brower & Barse Co., publishers of juvenile and gift books, is expected in Toronto during the course of the next few days.

Sam M. Loweree, who was for many years connected with the publishing house of Harper & Bros., New York, and who is now a partner in the firm of Duffield & Co., was in Toronto last week. Mr. Loweree thinks a lot of Toronto, as who wouldn't after being shown round by George McLeod?

F. H. Clinch, of D. Appleton & Co., New York, was in Toronto recently negotiating with the Canadian publishers for the placing of Canadian editions of his firm's new fall novels. To Bookseller and Stationer, Mr. Clinch remarked that the Appleton Co. were this season going on the policy of issuing only a few titles of exceptional merit. They will not have over half a dozen novels on their fall list, which is in marked contrast with the score or more books of previous seasons. From Toronto, Mr. Clinch goes to Barnegat Beach, N. J. for his summer vacation.

W. F. Thomas, of the Copp, Clark Co., was married on June 23, at St. Paul's Church, Toronto, to Miss May Sale, daughter of Julian Sale. A reception was held afterwards at the residence of the bride's parents in Rosedale. The honeymoon was spent at Lake of Bays. Mr. Thomas holds a responsible position in the book department of the Copp, Clark Co. and is on the directorate of the company.

## THINGS I HAVE NOT SEEN.

When in Calgary recently, Mr. and Mrs. W. C. Bell and H. C. Woods, had a visit from N. E. Suddaby, of Fernie. In addition to possessing one of the finest stores in B.C., this gentleman has the reputation of being a fine shot, and had in fact, a few days previously, bagged a splendid specimen of the black bear. In relating this encounter, Mr. Suddaby told of other experiences, and much information was gained of the peculiar zoology of British Columbia. One quadruped, the Side Hill Gouger, deserves special mention, owing to the peculiar formation of the legs which are long on one side and short on the other. It is presumed that the original Gouger "took" to the hills, as a protection from his predatory foes, and long custom and constant feeding in one spiral upward direction had the effect of elongating the pedal extremities of one side, and reducing the length of the others, the hills are high and cone shaped. Even so, we had not the bad taste to enquire what became of the animal when it reached the apex.

EDITH LILIAN BELL.



## DO YOU HEAR THE CAMERAS CLICK? —Thousands of Amateur Photographers Invade Canada during the Summer—Local Enthusiasts Get Busy—The Supply Business Grows More and More Profitable.

Did you ever figure out the possibilities of the photo supply business? It won't take you long.

Just as a starter look through the magazines on your counter and see in how many of them camera and kodak advertisements appear. Practically every magazine contains one or more and they are just about the most attractive and convincing ads in these publications. Somebody is spending thousands and thousands of dollars to influence the public to go into the picture-taking business for pleasure.

That these large sums are not being expended in vain is evident from one or two facts. There is the prosperity of the firms making the cameras,—prosperity reflected in fine plants, cheerful employes and satisfactory dividends,—which means large sales. There is the ever-present camera, wherever a few people are seen together.

### A Million Tourists.

It is estimated on credible authority that the number of tourists and summer boarders who come into Canada every summer from the United States, approximates one million. Of this number it is safe to say that at least one-tenth go in for amateur photography. The click of the camera is heard from one end of Canada to the other all the time they are in the country. Now, it is true they may bring their cameras and kodaks with them, but they buy their films, plates and other supplies here. It is in this department that the big profit to the retailer lies.

### Easy Line to Handle.

There can be no easier line of goods to handle than photo supplies. Now-a-days the manufacturers do nearly everything. The goods are put up in neat, compact form, full directions are given and all the dealer has to do is to sell them over the counter. It is a clean trade. It brings the best custom into the store. It is a profitable trade, for the goods sell at standard prices.

With the ever-increasing number of people who take photographs and with the popularity of Canada as a summer playground, the future of the photo supply business is assured. In every town or city, one store usually gets the name for being headquarters for photo supplies. It might just as well be the book-store. That

is where the tourist buys his magazines, his souvenir post-cards, his stationery and while he's there, he can purchase films or plates or printing paper at the same time.

### Accessories.

A dark room for the convenience of customers is a good thing to have if you are going into the business with determination. It will bring in the trade as nothing else would. It is also worth while stocking a few cameras, for the sale of a camera is at the basis of all future supply business. One camera in constant use will soon consume many times its own value in supplies.

Advertising is, of course, essential. Unless the public are advised that you handle photo supplies, you won't do much. Hang out a sign, put some supplies in your window, advertise in the hotels and at the depots and wharfs, and for local business utilize the local newspaper.

## BOOKS.

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Its



Mark

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Factory, 176-178 Richmond Street West, Toronto

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Clark Bros., Winnipeg, Man.  
Copp, Clark Co., Toronto.  
Hobbies Limited, London, Eng.  
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Morton, Phillips & Co., Montreal.  
Gage, W. J., & Co.

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| Waterman, L. E., Co., Ltd.        | 13                        |  |
| Western Assurance Co.             | 11                        |  |



# Condensed or "Want" Advertisements

The "Want Ad." gets work for workers and workers for work. It gets clerks for employers and finds employers for clerks. It brings together buyer and seller and enables them to do business, though they may be thousands of miles apart. It helps booksellers and stationers to clear their shelves of unsaleable stock. It enables them to get out-of-print books. In brief it is invaluable.

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## INFORMATION WANTED.

**THE EDITOR OF THE BOOKSELLER AND STATIONER** desires to be kept posted on the publication of all new books and magazines in the Dominion of Canada. Readers will confer a favor by acquainting him of any omissions from the lists published each month.



# British Magazines and Periodicals

The proprietors of the under mentioned British publications solicit the assistance of Canadian Booksellers and Newsdealers in promoting circulation in the Dominion and request that the trade keep well supplied with their various publications. Bookseller and Stationer may be referred to for further information.

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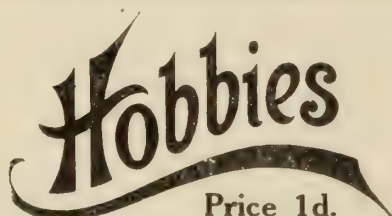
Contains extracts from the MASTER MINDS of all countries and all ages. BIOGRAPHICAL SKETCHES AND INTERVIEWS—Articles on Literary and other subjects by the foremost writers of the day. 1d weekly, post free 8s. 8d. per annum, 6d. monthly, post free to Canada for 7s. per annum.

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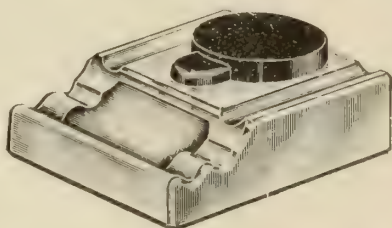
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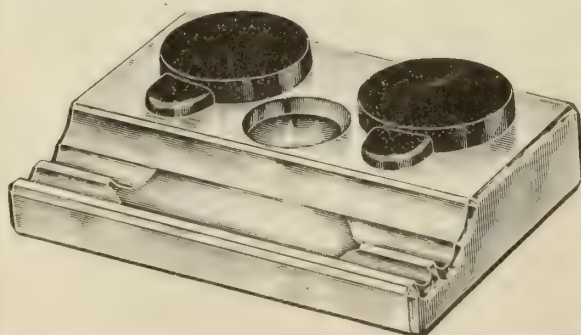
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# The Canadian Bookman

A Monthly Review of Contemporary Literature Devoted to the  
Interests of Canadian Bookbuyers

Volume I No. 7

July, 1909

10c per copy, \$1.00 per year



THE CANADIAN POET LAUREATE

Who considers that the greatest of all studies is the mystery  
of life and the origin of man.

# Activities of the Month in the Canadian Literary Field

## Some Important Announcements of Forthcoming Books—Several New Titles.

Dr. Arthur G. Doughty, Dominion Archivist, is to undertake the compilation of an exhaustive history of Canada, which may run to the extent of twelve volumes. His position and abilities eminently qualify him for this work.

A second edition of Byron Nicholson's "In Old Quebec, and Other Sketches" is announced for early publication.

Dr. J. D. Logan, of Toronto, has published in pamphlet form, under the title "The Making of New Ireland," two lectures which he recently delivered, one before the literary Society of McMaster University, and the other before the Catholic Young Ladies' Literary Society.



T. HERBERT CHESTNUT (Allan Douglas Brodie)

Author of "Chicoutimi: A Romance of the Saguenay Country," to be published shortly by William Briggs.

A second and cheaper edition of "The Tragedy of Quebec," by Robert Sellar, has been issued by the Ontario Press, Limited, Toronto. In it the author deals with the disappearance of the Protestant farming population from the Province of Quebec.

The William Weld Company, of London, are the publishers of "The Vision of His Face," a religious work by Dora Farncomb. The author conducted for many years the Quiet Hour department in the Farmer's Advocate.

In connection with the recent ter-centenary celebrations at Lake Champlain, mention might be made of "A History of Lake Champlain," by Walter Hill-Crockett, published by Hobart J. Shanley & Co., Burlington.

A notable book to be issued shortly by William Briggs is "Three Premiers of Nova Scotia," by Edward Manning Saunders. This book promises to be one of the most important publications of the year. The three premiers are Hon. Judge Johnstone, Hon. James Howe, and Hon.

Charles Tupper. Dr. Saunders is a brother of Marshall Saunders, author, of "Beautiful Joe." He dedicates his volume "To the memory of Sir Fenwick Williams, a native of Nova Scotia, hero of Kars, and Lieutenant-Governor of his native province at the time of the Confederation, and an intimate friend through life of Hon. Judge Johnstone." The author in his preface writes, "With many others I have waited for years for the appearance of a biography of the Hon. Judge Johnstone. This distinguished jurist, peerless advocate, able and eminent statesman ought not to be forgotten. Indeed he was one of Nova Scotia's greatest men throughout his professional life, but in every way more than any man of his day wrought his province lasting good and should be classed with the makers of Canada." It was Dr. Saunders' first intention to write the life of Judge Johnstone separately, but he found that his life was so interwoven with that of Mr. Howe, and that Mr. Tupper was so prominently connected with the political life of the province at the time, that sketches of the lives and labors of Mr. Tupper and Mr. Howe apart from that of Dr. Johnstone were not practicable. He therefore aptly entitles his volume "The Three Premiers of Nova Scotia."

An important contribution to the literature of Canadian agriculture is about to be issued by William Briggs. It is to be entitled "The Canadian Apple Grower's Guide," by Linus Woolverton, M.A., author of "Fruits of Ontario," editor of the Canadian Horticulturist, and Secretary of the Ontario Fruit Growers' Association, Inspector of the Ontario Fruit Experiment Stations, 1886 to 1903, and Secretary of the Board of Control, Judge in Pomology and Superintendent of Horticulture for the Dominion of Canada at the World's Columbian Exposition, Chicago, 1893. It covers the whole subject from the planting of the tree to the harvesting and selling of the fruit, and contains full particulars about pruning, spraying, and packing, and is written in such a clear and concise manner that even a novice should be able to make a success of apple growing.

"Chicoutimi, a Romance of the Saguenay Country, and Other Tales," by the Canadian story writer, T. Herbert Chestnut, is announced by William Briggs. Mr. Chestnut is better known under the pen name of Allen Douglas Brodie, and is at present news editor of the Montreal Witness. The book will contain a number of Mr. Chestnut's most popular stories.

Charles Sparrow, Balgonie, Sask., who has already issued two books entitled, "Shadows of the Deep," and "A Doomed Mansion," from the press of William Briggs, is to issue a volume very shortly through the same publisher, to be entitled, "The House on the Cliff."

A little story in pamphlet form has just come from the presses of William Briggs, entitled "In Dixie and Manitoba," by Rev. J. A. Murray.

"Opinions of Mary" by Alice Ashworth Townley, which has just been issued by William Briggs is being very well received by the press and critics, and promises to be one of the big sellers during the summer and fall



months. Mrs. Townley, the author, was formerly Miss Alice Ashworth, and was born in the City of Quebec. She was a resident of Toronto for a number of years, until her marriage five years ago. Since then she has lived in British Columbia and now resides in Vancouver. Her first work was accepted by "Grip," Mr. Bengough thinking very highly of her abilities. Her stories for children are particularly clever and so well suited to youthful readers that a child's book of hers entitled "Just a Little Girl" has been authorized for supplementary reading among public schools. Mrs. Townley has the gift of humor to an unusual degree, along with a deep insight into the foibles and frailties of human nature.

"The Imperial Anniversary Book" to be issued soon by William Briggs promises to be one of the gift books of the coming season. It is beautifully gotten up and is creating quite an interest amongst those who have had the opportunity of seeing the advance sheets and the dummy copies. The author is already receiving orders from all parts of the British Empire, thus demonstrating the fact that a Canadian book will sell outside of Canada, if it contains the right kind of material.

"The People of the Plains" by Amelia M. Paget is to be issued now very shortly from the press of William Briggs. The book is to be beautifully illustrated.

The new volume of poems by Donald A. Fraser, which we mentioned in our last issue, entitled "Pebbles and Shells," is now off the press of William Briggs, who reports considerable advance demand in Victoria for this volume.

The issue by William Briggs of "The Story of Isaac Brock," by Walter R. Nursey, being the first volume in a newly projected Canadian Hero Series, has proved to be a great success; a second edition of 2,000 copies having been called for. Arrangements are being made for the publication of an edition in the United States, through A. C. McClurg & Co., Chicago. Orders are being received from the Continent and the booksellers in the Island of Guernsey, General Brock's birth place, are taking up the sale of the book with enthusiasm.

William Briggs announces an edition of "Adrift on an Ice Pan," by Dr. Grenfell, in which that famous medical missionary narrates a thrilling experience which befell him recently. The little book is to be illustrated and will sell at 90 cents.

A second edition of "Five Thousand Facts About Canada" has already been called for, making nearly ten thousand already issued for the year. The demand for it, from all parts of the continent continues brisk and dealers who feature or push it report highly satisfactory sales. The book is compiled by Mr. Frank Yeigh, and published by the Canadian Facts Publishing Co., 667 Spadina avenue, Toronto.

On the 13th of September occurs the 150th anniversary of the capture of Quebec. In anticipation of the occasion a Life of General Wolfe has been added to the "Makers of National History" Series, which Sir Isaac Pitman & Sons, are quickly extending. The author of "General Wolfe" is Mr. Edward Salmon, who has gathered from authentic sources many new materials, and claims to have cleared up certain points that were previously obscure. Previous accounts of this famous soldier and accomplished man have been written without reference to facts and documents that are now accessible.

Mitchell Kennerley, New York, announces a new volume of poems by Bliss Carman to be published in

September, with the title, "The Rough Rider and Other Poems."

The first volume of a projected series of "Acts of the Privy Council of England, Colonial" (London: Wyman & Sons) is edited by W. L. Grant and James Munro, under the General supervision of Almerie W. Fitz Roy, Clerk of the Privy Council. It is a government publication to be completed in five volumes, bringing the subject to 1783.

Mrs. Humphry Ward's next novel will have the title "Canadian Born." It is to appear serially in the Cornhill Magazine during the balance of the year.

A second and enlarged edition of Professor Goldwin Smith's "No Refuge but in Truth" has been published by G. P. Putnam's Sons, New York, at \$1.00 net.

Rev. P. W. Browne's "Where the Fishers Go: the Story of Labrador" has been published by the Cochrane Publishing Co., New York. It gives a general survey of Labrador,—its history, people, scenery and fisheries. (\$1.75).

The Fleming H. Revell Co. announce a new novel by Rev. R. E. Knowles, of Galt, to be entitled "The Attie Guest." It will likely be published during the first week of September.



EDWARD W. THOMSON

Whose new book, "The Many Mansioned House," is to be published early this Fall by William Briggs.

Edward W. Thomson, the Canadian journalist and writer, will issue very shortly, through William Briggs, a new volume of poems to be entitled "The Many Mansioned House." This volume contains the poem "Peter Ottawa," which created a good deal of stir when it was published in the journals of this country and the United States. Mr. Thomson had an idea of calling his new book "Peter Ottawa and Other Poems," but finally decided on the above title. In the United States his volume is issued under the title of "When Lincoln Died and Other Poems."

Ever since Nellie L. McClung's first book, "Sowing Seeds in Danny," became known, people have been writing her from all over Canada and the United States, calling for more. Mrs. McClung has just about finished a new story which she is calling "The Second Chance." In this new book the author introduces some of the characters who figured so prominently in "Sowing Seeds." The book is to be issued early this fall by William Briggs.

# WILFRED CAMPBELL, CANADA'S POET LAUREATE

## An Interview with the Poet—His Career and Achievements.

"The greatest of all studies is that concerning the mystery of life. The origin of man and his destiny is a tremendous problem. A stream can never rise higher than its source, and man can never get higher than the source of his origin."

So spoke Wilfred Campbell, the Canadian dramatic and lyric poet, novelist and thinker, as we sat before a roaring grate fire in the old-world-looking library of his comfortable home on Lisgar Street, in the capital city of the Dominion.

Campbell is a deep student of ethnology and loves to discuss matters affecting mankind. He believes that humanity every now and then should take stock of its ethical assets as well as its assets generally. In his opinion the nineteenth century was an age rather of mind and matter in which man got too much away from the idea of the soul. On all great moral and patriotic issues Campbell possesses rare courage and intense conviction. He is never afraid to give expression to his views—either by voice or pen. His attitude is steadfast as a rock; he does not trim his sails to catch a passing breeze of applause or approval. He is deeply interested in the life of the nation; and has frequently lectured, laying stress on the importance of the ethical side of our life. Literature, he considers, belongs to a race rather than to a place.

### His Every Day Life

The tastes of the poet are simple, his home life is quiet and happy and his desires are few.

Next to Shakespeare, the poetry simple, true and natural of Robert Burns appeals to Dr. Campbell. He is fond of the classics. Homer, Virgil and the Greek drama being his favorites. Filled with intense dramatic feeling which he inherits from his mother who is devoted to art and music, as a boy his great ambition was to become a landscape painter or a sculptor. His highest ideals in literature, are the people who afford a revelation of mankind. Of the eighteenth century poets, for Shelley, Byron and Coleridge he has a great love.

He is fond of an open grate fire. Rarely does he go out in the evening. He is a strong believer and supporter of home life and family associations. He loves his study and his books, and pictures and there he spends his happiest hours writing, reading or studying, frequently until a late hour, although he always tries to get seven hours of uninterrupted sleep. He believes in the great restorative and recuperative power of Morpheus.

He admires the mountains and the valleys—nature in her wide, open, diversified spaces. A dull monotonous country has no charm for him. Nearly all his life he has dwelt in rugged regions. His impressions are formed after deep feeling, much study, thought and conviction.

The poet is a mixture of Scotch and English in his ancestry, and in sentiment is British to the core. His grandfather was a cadet of the house of Argyll, of which the present Duke (better known to Canadians, as the Marquis of Lorne) is the head; blood of the same strain courses through their veins.

### His Youth and School Days.

Mr. Campbell's grandfather, who was born in the north of Ireland, was a graduate of Glasgow—the great

Campbell University—and was also the founder and first rector of St. Thomas church, Belleville, Ont. The poet's father is the Rev. Thomas Swainston Campbell, of Warrington, Ont. Wilfred Campbell himself was in holy orders in the Anglican church for several years. He spent his boyhood days in the northern town on Colpoys Bay, known by the Indian name of Nama-way-quah-donk, the bay of sturgeons, although the place of his nativity was Berlin, Ontario. He was educated at home and at the Owen Sound High School, Toronto University and Wycliffe College, but graduated at the Episcopal Divinity School, Cambridge, Mass. The atmosphere around Campbell is fragrant to-day with the memories of Longfellow, Emerson, Bayard Taylor, John Russell Lowell and Oliver Wendell Holmes, the latter of whom the young poet met. The encouragement of Holmes stirred and strengthened the literary spirit within him. Ordained to the priesthood by the Bishop of New Hampshire, Campbell began the work of the ministry in a quaint, old historic church at Claremont, New Hampshire. The edifice was built two years before the American Revolution and still stands. But he soon returned to Canada, where his sympathies, ideals, thoughts and desires as a patriotic Briton were more at home. He began writing for the Atlantic Monthly and the Century. A very considerable portion of his poems have been published in these magazines as well as in Scribner's and Harper's, the London (England) Spectator, and other leading periodicals, where, by their unusual qualities, they have attained an attention rarely commanded by poetry on this continent.

### His Ministerial Movements.

He was appointed rector of St. Stephen, N.B., where he published a book of lyrics, descriptive of the lake country of his early days. After a residence of two years in the pretty town at the head of the St. Croix river, he was given the parish of Southampton on Lake Huron where he remained only a few months. Finding that his heart was in literary work, he courageously resigned his charge and entered exclusively upon a literary career. He had many friends and admirers who recognized his poetic gifts, among them Sir John A. Macdonald and Sir Wilfrid Laurier. Mr. Campbell came to Ottawa in the spring of 1901 to take a position in the civil service. He at first became known as the "laureate of the lakes" when he began to contribute lake lyrics to the Atlantic Monthly, the Century and other magazines. He issued his first volume in 1889 entitled "Lake Lyrics and Other Poems" just one year after the late Archibald Lampman had published his volume "Among the Millet." The London Athenaeum spoke in the highest terms of Mr. Campbell's volume and William Dean Howells pointed out its qualities in Harper's Magazine. But the poet's note was growing deeper and seeking its true place in poems of the universally human; and though Howells had spoken of the remarkable qualities of "Lazarus," yet two poems, which had appeared, one in the Atlantic Monthly in December, 1891 and the other in Harper's in April, 1891, evidenced the poet's fame and attracted attention for their human qualities. These were "Pass tho' Fallen" and "The Mother." Both were mythological in their origin and both struck the universally human note.



"The Mother" received more favorable comment than any single poem that ever appeared in the American press.

Many of Campbell's plays and poems have been suggested by mythology. In all of his verse there is a deep undercurrent of subtle human teaching. "The Mother"—the one accorded such high recognition, is a dramatic pastoral.

His next volume, "The Dread Voyage," appeared in 1893, and Mordred and Hildebrand, two poetical tragedies were issued in 1895. The first volume contained among other verse a poem "Unabsolved,"—which has been considered the most dramatic poem ever written by a Canadian. Its theme was the far Canadian north. But the subject was that of the human conscience. Another poem, "The Dreamers," added to his growing reputation. From this out his poems—England, Scotland, and his elegy on Lampman, "Bereavement of the Fields," appeared.

Of the Poetical Dramas, since incorporated in his new volume of "Poetical Tragedies," much has been said on both sides of the Atlantic, and Campbell has been compared to Shakespeare, Shelley and hailed as an Elizabethan.

Next in order come his volume of verse, "Beyond the Hills of Dream," and in 1905 his collected verse, containing his "Sagas of Vaster Britain." Of this volume, Andrew Carnegie issued a special edition of five hundred copies to his libraries throughout the world.

Last year the Poetical Tragedies appeared, and with the collected verse, gives, up to the present, the bulk of his output in poetry.

#### As a Novelist.

Dr. Campbell's first essay into the field of novel writing was in 1906 when his volume "Ian of the Oreades," a Scottish romance appeared. A Canadian historical novel entitled "In 1812," deal with that stirring period. It has been running as a serial story in the Westminster. One of his ambitions has been to re-create, in romantic form the vicissitudes, tragedies and struggles of that period in which Sir Isaac Brock and others saved the country.

In 1907, Campbell produced his book, "Canada," descriptive of the beauty of the country; woods and other scenery of the Dominion from ocean to ocean, and of the Canadian people. The work, which was issued by Adam Black, is a handsomely bound and artistic volume illustrated by colored plates all made from actual paintings by the noted Canadian artist, Mower Hartin. In this work the poet gives an optimistic picture of our country, and prophecy of its great future.

In 1894, Mr. Campbell was elected a member of the Royal Society of Canada. In 1906, at the 400th anniversary of the foundation of Aberdeen University, the famous Scottish seat of learning conferred the degree of LL.D. upon some eighty persons distinguished in various avenues of endeavor and achievement throughout the world including R. Hon. James Bryce, Andrew Carnegie and Guglielmo Marconi. Mr. Campbell was among those honored and spent a week there as the guest of the University. In the exercises the President quoted his verse and the silk hood was presented to him by the Chancellor. Dr. Campbell was among the very few presented to the King and Queen on that occasion, and "By command" attended a reception held by their Majesties.

Dr. Campbell is a hard-worked officer of the Canadian Archives—where he is engaged in helping to make our history. He is deeply interested in all historical problems, and he therefore finds the work congenial in every way.

## TRADE NEWS FROM THE PUBLISHERS

### The Quiet Season Now On A Few Fall Announcements.

Henry Frowde has taken over the Westminster Co.'s edition of "Oh, Christina," by J. J. Bell.

Henry Frowde is to issue shortly a Canadian edition of "The Old Wives' Tale," by Arnold Bennett, which was so well received in England.

Henry Frowde announces the early publication of "Theodore Roosevelt: Dynamic Geographer," by Vrooman, in paper and cloth editions, (70 cents and \$1).

The samples of the new English Church Hymnal will be in the hands of the travelers on July 26. The publishers expect a big sale, as they have been receiving many inquiries.

A large line of cheap paper novels, with picture covers, has been stocked by the Copp, Clark Co. Among them is "The Heart of a Child," by Frank Danby. They all sell at 30 cents each.

The Copp, Clark Co. announce for early fall publication "Kneek on the Door," by Robert Hichens, author of "The Garden of Allah," and "John Marvel, Assistant," by Thomas Nelson Page.

"The Frontiersman's Pocket Book," by Roger Pocock, is a valuable little compendium of information, published in Canada by Henry Frowde. It is issued on behalf of the Council of the Legion of Frontiersmen.

In the series of joint publications with Hodder & Stoughton, Henry Frowde has already published "A Fair Refugee," by Morice Gerard; "The First Stone," by Mary Stuart Boyd; "Rose of the Wilderness," by S. R. Crockett; "Magic Love," by Annie S. Swan, and "The Compact," by Ridgwell Cullum.

Cassell & Co. have received recently their stock of "The Royal Ward," by Percy Brebner; "Sir Gregory's Silence," by A. W. Marchmont, and "A Daughter of the Storm," by Captain Shaw, in fiction, and in general works: "Adventures in London," by James Douglas, and "Beautiful Gardens," by Walter P. Wright.

Rider Haggard, the popular author of "She," seems to be able to interest the public as well now as he did in his early days. In order to meet the large demand for his book entitled, "Fair Margaret," William Briggs has placed a paper edition on the market at 18 cents wholesale. This ought to be a good seller.

A book which had a very large run when it was first issued was "The Scarlet Pimpernel." The publisher, William Briggs, wishing to meet the extraordinary demand for a book in cheaper form, has placed an edition on the market at 10 cents wholesale, in paper binding. This will in all probability be a good vacation seller.

The Macmillan Co. have now in stock, "Spies of the Kaiser," by William le Queux, and "The Bride of the Mistletoe," by James Lane Allen, and will issue immediately, "The Heart of a Gypsy," by Napier; "The Veil," by E. S. Stevens; "The Marriage of Hilary Carden," by Hyatt; "Antonio," by Ernest Oldmeadow; "A Knight of Old Brandenburg," by Charles Major, and "A Certain Rich Man," by William Allen White. They have also issued a 50-cent edition of "The Nun," by Rene Bazin.

# The Canadian Bookman

Being the Literary Supplement of The Bookseller and Stationer of Canada. Published monthly in the interests of Canadian authors, publishers, booksellers and bookbuyers. Edited by W. A. Craick, B.A., Toronto.

\$1.00 per annum

## The MacLean Publishing Co., Limited

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New York

Montreal  
Chicago

Winnipeg  
London

### BEST SELLING BOOKS FOR JUNE.

#### Belleville.

1. Katrine. Elinor Macartney Lane. Musson.
2. Mr. Opp. Alice Hegan Rice. Briggs.
3. A Million a Minute. Hudson Douglas. McLeod.
4. Special Messenger. R. W. Chambers. McLeod.
5. Web of the Golden Spider. F. Bartlett. McLeod.
6. Trail of the Lonesome Pine. John Fox, Jr. McLeod.

#### Brantford.

1. Sword of the Lord. Joseph Hocking. Cassell.
2. Mr. Opp. Alice Hegan Rice. Briggs.
3. Anne of Green Gables. L. M. Montgomery. Page.
4. Katrine. Elinor Macartney Lane. Musson.
5. Glory of the Conquered. S. Gaspeil. Stokes.
6. Chrysalis. H. M. Kramer. Lathrop.

#### Calgary.

1. White Mice. R. H. Davis. McLeod.
2. White Sister. F. M. Crawford. Macmillan.
3. Together. Robert Henick. Macmillan.
4. Inner Shrine. Anonymous. Musson.
5. Katrine. Elinor Macartney Lane. Musson.
6. Tono Bungay. H. G. Wells. Macmillan.

#### Charlottetown.

1. Anne of Green Gables. L. M. Montgomery. Page.
2. Inner Shrine. Anonymous. Musson.
3. White Sister. F. M. Crawford. Macmillan.
4. Marriage a la Mode. Mrs. Humphry Ward. Musson.
5. Miss Betty of New York. Deland.
6. Actress. L. C. Hale. Harper.

#### Chatham.

1. Gun Runner. Arthur Stringer. Langton.
2. Elizabeth Visits America. Elinor Glyn. Duffield.
3. Marriage a la Mode. Mrs. Humphry Ward. Musson.
4. Sowing Seeds in Danny. Mrs. McClung. Briggs.
5. Man in Lower Ten. Rinehart. McLeod.
6. Lady of the Decoration. Frances Little. Musson.

#### Fort William.

1. Where the Billows Roll. I. Rain.
2. Lost Cabin Mine. F. Niven. Lane.
3. Compact. R. Cullum.
4. Songs of a Sourdough. R. W. Service. Briggs.
5. Barrier. R. Beach. Musson.
6. Mad Barbara. W. Deeping. Musson.

#### Guelph.

1. Septimus. W. J. Locke. Frowde.
2. Anne of Green Gables. L. M. Montgomery. Page.
3. White Sister. F. M. Crawford. Macmillan.
4. Marriage a la Mode. Mrs. Humphry Ward. Musson.

5. Climbing Courvatels. Ed. W. Townsend. Copp.
6. King in Khaki. H. K. Webster. Appleton.

#### Hamilton.

1. Inner Shrine. Anonymous. Musson.
2. Marriage a la Mode. Mrs. Humphry Ward. Musson.
3. Man in Lower Ten. Rinehart. McLeod.
4. Katrine. Elinor Macartney Lane. Musson.
5. White Mice. R. H. Davis. McLeod.
6. White Sister. F. M. Crawford. Macmillan.

#### Kingston.

1. Katrine. Elinor Macartney Lane. Musson.
2. White Mice. R. H. Davis. McLeod.
3. White Sister. F. M. Crawford. Macmillan.
4. Inner Shrine. Anonymous. Musson.
5. Marriage a la Mode. Mrs. Humphry Ward. Musson.
6. Wood Carvers of Lympus. — — Musson.

#### Moncton.

1. Man in Lower Ten. Rinehart. McLeod.
2. Septimus. W. J. Locke. Frowde.
3. White Mice. R. H. Davis. McLeod.
4. Mr. Opp. Alice Hegan Rice. Briggs.
5. Inner Shrine. Anonymous. Musson.
6. Delafield Affair. F. F. Kelly. McClung.

#### Montreal.

1. White Sister. F. Marion Crawford. Macmillan.
2. Inner Shrine. Anonymous. Harpers.
3. Marriage a la Mode. Mrs. Humphry Ward. Musson.
4. Man in Lower Ten. Rinehart. McLeod.
5. Mr. Opp. Alice Hegan Rice. Briggs.
6. Fraternity. Galsworthy. Copp.

#### Peterborough.

1. Anne of Green Gables. L. M. Montgomery. Page.
2. Mr. Opp. Alice Hegan Rice. Briggs.
3. Septimus. W. J. Locke. Frowde.
4. Katrine. Elinor Macartney Lane. Musson.
5. Man in Lower Ten. Rinehart. McLeod.
6. Message. Louis Tracy. McLeod.

#### Quebec.

1. Bridge Builders. Anna Chopin Ray. Musson.
2. Old Man in Corner. Baroness Orczy. Briggs.
3. Marriage a la Mode. Mrs. Humphry Ward. Musson.
4. Rose of the Wilderness. S. R. Crockett. Frowde.
5. Mr. Opp. Alice Hegan Rice. Briggs.
6. Ezekiel. L. Pratt. Doubleday.

#### St. Catharines.

1. Marriage a la Mode. Mrs. Humphry Ward. Musson.
2. The Other Side of the Door. Lucia Chamberlain. Bobbs.
3. Man in Lower Ten. Rinehart. McLeod.
4. Thrice Armed. Harold Bindloss. McLeod.
5. King of Areadia. Francis Lynde. McLeod.
6. Elusive Isabel. J. Futrelle. McLeod.

#### St. Thomas.

1. Man in Lower Ten. Rinehart. McLeod.
2. Other Side of the Door. Lucia Chamberlain. Bobbs.
3. Retribution.
4. White Sister. F. M. Crawford. Macmillan.
5. Romance Plain Man. E. A. Glasgow. Macmillan.
6. Thrice Armed. Harold Bindloss. Stokes.

#### Stratford.

1. Mr. Opp. Alice Hegan Rice. Briggs.
2. Man in Lower Ten. Rinehart. McLeod.



3. Silver Fox. E. S. Thompson. Copp.
4. Joshua Craig. D. G. Phillips. Briggs.
5. 54-40 or Fight. Emerson Hough. McLeod.
6. Princess Zara. E. Beekman. McLeod.

**Toronto.**

1. White Sister. F. Marion Crawford. Macmillan.
2. Elizabeth Visits America. Elinor Glyn. Duffield.
3. Marriage a la Mode. Mrs. Humphry Ward. Musson.
4. Inner Shrine. Anonymous. Harper.
5. Sebastian. Frank Danby. Macmillan.
6. White Mice. R. H. Davis. McLeod.

**Vancouver.**

1. White Sister. F. M. Crawford. Macmillan.
2. Marriage a la Mode. Mrs. Humphrey Ward. Musson.
3. Yellow God. H. R. Haggard. Cassell.
4. Quest. Justice Miles Forman. Harpers.
5. Delafield Affair. F. F. Kelly. McClung.
6. Mr. Opp. Alice Hegan Rice. Briggs.

**Canadian Summary.**

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**United States Summary.**

1. Inner Shrine. Anonymous. Harpers.
2. Katrine. Elinor M. Lane. Harpers.
3. Man in Lower Ten. Rinchart. Bobbs-Merrill.
4. Mr. Opp. Alice Hegan Rice. Century.
5. White Sister. F. M. Crawford. Macmillan.
6. 54-40 or Fight. E. Hough. Bobbs-Merrill.

**DEATH OF A POET.**

The death occurred in Montreal on June 20 of Nelson C. Gray, a business man, who also made a name for himself in literature. Mr. Gray was for many years associated with his father, the late Nelson Gray, lumber merchant, whom he succeeded in the conduct of the business. Three years ago he left the lumber business, and established himself in the line of grocers' supplies, which he conducted successfully until his retirement in 1907, owing to ill health. For twenty years he had devoted his leisure moments to literary pursuits, but he did not publish any of his compositions until about a year ago. His most popular production is a volume of verses entitled "Patriotic Poems." Among his other production which are about to be given into the hands of the publisher is a lengthy poem entitled, "Whither Art Thou Going, Pilgrim," and a prose work of a philosophical nature. Besides these there is another volume of poems, and minor writings which are likely to be given to the public shortly.

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20937. The Pilgrim. A Bear Story of the Canadian Rockies. By Edward Cave. (Book.) The Dominion Cart-ridge Company, Limited, Montreal, Que., 27th May, 1909.
20939. Brantford City Directory, 1909. (Book.) Union Publishing Company of Ingersoll, Ingersoll, Ont., 29th May, 1909.

20940. Essex, Kent and Lambton Directory, 1909. (Book.) Union Publishing Company of Ingersoll, Ingersoll, Ont., 29th May, 1909.

20941. Canadian Civics. (Ontario Edition.) By R. S. Jenkins, M.A. (Book.) The Copp, Clark Company, Limited, Toronto, Ont., 29th May, 1909.

20942. Canadian Official Railway Guide, with Gazetteer, May 1909. (Book.) The International Railway Publishing Company, Limited, Montreal, Que., 29th May, 1909.

20943. Official Telephone Directory, Toronto and Suburbs, May, 1909. (Book.) The Bell Telephone Company of Canada, Limited, Montreal, Que., 29th May, 1909.

20945. Essays: Literary, Critical and Historical. By Thomas O'Hagan, M.A., Ph.D. (Book.) Thomas O'Hagan, Rockland, Ont., 31st May, 1909.

20948. La Poule qu'on doit Elever dans la Region Nord-Est de la Province de Quebec. Par J. B. Plante. Avec preface de M. P. G. Lacasse. (Livre.) J. B. Plante, Stadacona, Que., 1er juin, 1909.

20949. Le Premier Concile Plenier du Canada. Notions Sommaires sur les Conciles, Devoirs des Fideles et Prieres a cette occasion. Par A. L. Mangin, Pretre de Marie. (Livre.) La Congregation des Servantes de Jesus-Marie, Hull, Que., 1er juin, 1909.

20955. Le Verre d'Eau, Exercices and Vocabulary. By W. C. Ferguson, B.A. (Book.) The Copp, Clark Company, Toronto, 4th June.

20956. Tennyson's Select Poems, with Brief Notes. By W. J. Alexander, Ph.D. (Ontario Edition. (Book.) The Copp, Clark Company, Toronto, 4th June.

20958. A Cause for Divorce. (Book.) John Cottam, London, Ont., 4th June.

20963. Autour du Clocher Natal. Notes Historiques sur la Paroisse de Saint-Prosper, Comte de Champlain. Par E. Talusier. (Livre.) Fabrique de Saint-Prosper, Saint-Prosper, Que., 5 juin.

20967. L'Annuaire des Adresses de Quebec et Levis, 1909-1910. (Quebec and Levis Directory.) Boulanger & Marcotte, Quebec, Que., 7 juin.

20968. Power or Poverty; or, Cakes and Cream or Crumbs. By G. R. E. Kennedy. (Book.) G. R. E. Kennedy, Sherbrooke, Que., 7th June.

20969. A Commentary on the Bills of Exchange Act, Chapter 119 of the Revised Statutes of Canada, 1906, with References to English, Canadian and American Cases, and the Opinions of Eminent Jurists. By The Hon. Benjamin Russell, M.A., D.C.L. (Book.) Benjamin Russell, Halifax, Nova Scotia, 7th June.

20970. The Montreal A.B.C. Railway and Steamship Guide. (Book.) Wm. Alex. McKay, Montreal, 7th June.

20971. The Practice of the Exchequer Court of Canada. Second Edition. By Louis Arthur Audette, K.C. (Book.) Louis Arthur Audette, Ottawa, 8th June.

20978. Genealogie de la Famille Poissant depuis son origine en Canada jusqu'a nos jours, 1684-1909. Par le Docteur J. C. Poissant. (Livre.) J. C. Poissant, Montreal, 10 juin.

20979. Map of Prince Rupert, British Columbia. The Grand Trunk Pacific Town and Development Company, Limited, Montreal, 10th June.

20981. Poems. By Daniel Crawford Matheson. (Book.) Donald Matheson, Hullebar, British Columbia, 11th June.

20982. Opinions of Mary. By Alice Ashworth Townley. (Book.) Alice Ashworth Townley, Vancouver, British Columbia, 11th June.

20983. Twentieth Century Map of the City of Ottawa. (Guide Map.) Basil Reid, Ottawa, 12th June.

20984. Matriculation Caesar. By John Henderson, M.A., and R. A. Little, B.A. (Book.) The Copp, Clark Company, Limited, 12th June.

20990. Patriotic Poem. By Wm. Dalrymple. (Poem.) William Dalrymple, Tillsonburg, Ont., 14th June.

20991. Elementary Agriculture and Nature Study. By John Brittain, D. Sc. With Supplementary Chapter on Fruit Raising, by Martin Burrell, M.P.; an Article on Irrigation, by H. W. E. Canavan, C.E.; and The Physics of Some Common Tools, by Carleton J. Lynde, Ph.D. (Book.) The Educational Book Company of Toronto, Limited, Toronto, 15th June.

21001. Canadian Lacrosse Association Rule Book, 1909. (Book.) Harold A. Wilson, Toronto, 18th June.

21002. Aid to Obtaining an Infantry Certificate. By Capt. A. P. B. Nagle, R.C.R. (Third Edition.) (Book.) Harold A. Wilson, Toronto, 18th June.

21003. Map of the Gowganda, Elk City and Cobalt Silver Districts. (Map.) Archibald Crabtree, Montreal, 21st June.

21007. Programme des Fetes du 75e Anniversaire de l'Association Saint-Jean-Baptiste de Montreal, 24 juin 1909. (Livre.) L'Association Saint-Jean-Baptiste de Montreal, Montreal, 23 juin.

21008. L'Association Saint-Jean-Baptiste de Montreal. Album Souvenir du 75e Anniversaire, 24 juin 1909. L'Association Saint-Jean-Baptiste de Montreal, Montreal, 23 juin.

21009. The Ontario Law Reports, Vol. XVII, 1909. Editor: James F. Smith, K.C. (Book.) The Law Society of Upper Canada, Toronto, 23rd June.

21015. A Trip to Niagara. By Agnes Fitzgibbon. (Book.) M. Agnes Fitzgibbon, Toronto, 24th June.

21016. The Canadian Annual Review of Public Affairs, 1908. By J. Castell Hopkins. (Eighth Year of Issue. Illustrated.) The Annual Review Publishing Company, Limited, Toronto, 24th June.

21017. A Canadian National Anthem. By Arthur Davies. (Poem.) Arthur Davies, Victoria, British Columbia, 24th June.

21018. The Lilt of Love. By Arthur Davies. (Poem.) Arthur Davies, Victoria, British Columbia, 24th June.

21019. Le Manuel des Parents Chretiens. Par l'Abbe Alexis Mailloux. (Livre.) L'Action Sociale Catholique, Quebec, 25 juin.

21021. The White Plague and Other Poems. By Thaddeus A. Browne. With Illustrations by L. Revera and A. Gay. (Book.) Thaddeus A. Browne, Ottawa, 26th June.

21022. Bills, Notes and Cheques: The Bills of Exchange Act, with Notes and Illustrations from Canadian, English and American Decisions, and References to Ancient and Modern French Law. By The Hon. J. J. MacLaren, D.C.L., LL.D. Fourth Edition. Enlarged and Revised. (Book.) The Carswell Company, Limited, Toronto, 26th June.

21027. New Ideas in Fashions. (Book.) The New Idea Pattern Company, Toronto, 28th June.

21028. Plan of the City of Vancouver. (Map.) The Vancouver Information and Tourist Association, Vancouver, British Columbia, 28th June.

21029. Life and Sport on the North Shore of the Lower St. Lawrence and Gulf. By Napoleon A. Comeau. (Book.) Napoleon A. Comeau, Godbout, Que., 28th June.

21030. Journal of an American Prisoner at Fort Malden and Quebec in the War of 1812. Edited by G. M.

Fairechild, Jr. (Book.) G. M. Fairechild, Jr., Quebec, 28th June.

21032. An Important Unusual Offer. (Book.) P. H. Allman & Company, Vancouver, British Columbia, 28th June.

21035. All the French Verbs in one Table. Arranged by M. Blanche Bishop. (Book.) M. Blanche Bishop, Greenwich, Nova Scotia, 30th June.

21038. Abbott's Guide to Ottawa and Vicinity, with Map and Illustrations. (Book.) Geo. F. Abbott, Ottawa, 5th July.

21039. The Old Timer and Other Poems. By Robert T. Anderson. (Book.) Robert T. Anderson, Edmonton, Alberta, 6th July.

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1131. Le Roy des Tenebres, (Grand Drame Fantastique en 5 Actes et 12 Tableaux.) Par Arthur Tremblay et J. Eugene Corriveau. Arthur Tremblay et J. Eugene Corriveau, Quebec, 19 avril.

1133. The Montreal A. B. C. Railway and Steamship Guide. Wm. Alexander McKay, Montreal, 24th April.

1134. The Toronto A.B.C. Railway and Steamship Guide. W. Alexander McKay, Montreal, 21th April.

1135. The Canadian National Hymn. (Poem.) M. J. Keane, M.D., Brantford, 27th April.

1136. Handicapping at a Glance. (Book.) James B. McMahon, Oakland, California, U.S.A., 1st May.

1137. Association St. Jean-Baptiste de Montreal, Album Souvenir du 75eme Anniversaire, 24 Juin, 1909. L'Association St. Jean-Baptiste, Montreal, 3 mai.

1138. Programme des Fetes du 75eme Anniversaire de l'Association St. Jean-Baptiste de Montreal, 24 Juin 1909. L'Association St. Jean-Baptiste, Montreal, 3 mai.

1139. Cartes des Quatre Operations Fondamentales de l'Arithmetique avec Alphabet ecrit et Dessin. Marie S. Josephine Proulx, Montreal, 10 mai.

1141. Canadian National Anthem. (Poem.) M. J. Keane, Brantford, 12th May.

1142. The Franco-Canadian Commercial Guide. (Book.) J. d'Estimauville Clement, Montreal, 17th May.

1143. Carte de l'Histoire du Canada avec Details et Geographie dresse pour l'Intelligence de l'Histoire. Marie Josephine Proulx, Montreal, 18 mai.

1144. Carte de l'Histoire Sainte avec Details et Geographie des Hebreux dresse pour l'Intelligence de l'Histoire Sainte. Marie Josephine Proulx, Montreal, 18 mai.

1151. Carte de l'Ancien Testament et du Nouveau Testament preparee par l'Etude de l'Histoire Sainte, avec Details, Illustrations et Geographie, Dresse pour l'Intelligence de l'Histoire. M. S. Josephine Proulx, (Raoul Andre), Montreal, 28 juin.

1152. Carte du peuple de Dieu Avant et Apres la Venue de Jesus-Christ, Avec Details, Illustrations et Geographie Dresse pour l'Intelligence de l'Histoire M. S. Josephine Proulx, (Raoul Andre), Montreal, 28 juin.

1153. Dans les Griffes de Bigot. Grand drame Canadien Historique et Patriotique en Quatre Actes et Cinq Tableaux. Par Arthur Tremblay et Eugene Corriveau. Arthur Tremblay et Eugene Corriveau, Quebec, 28 juin.

1154. Johnson's Hand Saw Dictionary. (Scientific work.) George H. Grant, Vancouver, 2nd July.

1155. Johnson's Composite Hand Saw Chart and Tool No. 1. (Scientific work.) George H. Grant, Vancouver, 2nd July.



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PUBLICATION OFFICE: TORONTO, AUGUST, 1909



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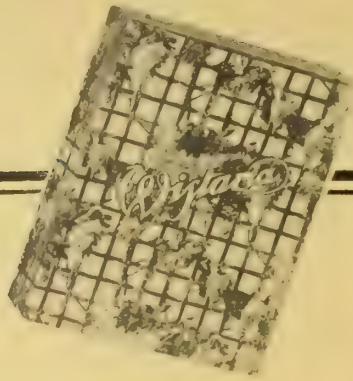
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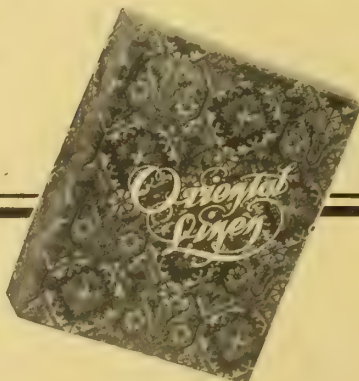
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Envelopes  
Papeteries and  
Tablets in each line

SAMPLES ON APPLICATION

# Warwick Bros. & Rutter, Limited

Manufacturing Stationers

Toronto, Canada





# Your Imprint On An S & B Pen

is positive proof that you are protected against any possible loss resulting from unsalableness or defective workmanship. The fact that the largest jewellery and stationery houses in Canada and the United States are our best customers, and have been for years, is the most accurate evidence obtainable in favor of the selling qualities of S & B Fountain Pens. Every pen we sell is guaranteed unconditionally. Every piece of material



and workmanship that is put into the manufacture of S & B Pens is



of the very highest grade. Solid 14-k. gold is used in the nibs, which have iridium points. Iridium is the most durable and at the same time the most expensive material which can be used in making fountain pens. For extreme durability, reliability and handsome appearance the S & B Pen has no rival. It is well worthy of your imprint.

If you want a stylograph pen, you will find the Gravity Stylo is a perfect stylo. Its construction is very simple. It has no air tubes nor springs. It writes like a pencil and does not scratch. No shaking required—just write. Gives perfect satisfaction in every respect.

SEND FOR CATALOGUE.



## SANFORD & BENNETT CO.

Manufacturers of Fountain, Stylographic and Gold Pens for foreign and domestic trade  
Patentees of the "Autopen" (Self Filler), the "Gravity Stylo Pen" and the "Commercial Fountain Pen."  
JEWELERS' COURT, 51-53 MAIDEN LANE, NEW YORK



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## We Don't Advertise

merely to sell *more* Blotting, but to sell *better* Blotting Paper.

NONE BUT THE GOOD KINDS

are worth advertising. Our slogan is *quality*. If you have not used

“WORLD” “HOLLYWOOD”  
or  
“RELIANCE”

Send for samples and see the qualities.

THE ALBEMARLE PAPER MANUFACTURING CO.

*Makers of Blotting Paper Only*

RICHMOND

VIRGINIA

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# Stationery Trade Announcement

**OUR SPECIALTIES**  
WHERE WE EXCEL

Account Books  
Memorandum Books  
Loose Leaf Books, Binders, Etc.  
Writing and Book Papers  
Stationery, Office Supplies  
Leather Goods, Ladies' Bags, Etc.  
Office and Pocket Diaries  
Bookbinders' Material  
Printers' Supplies  
Wood Base Inkstands  
Ophir Lead Pencils and all makes  
Esterbrook Steel Pens  
O.K. Paper Fasteners  
Hunt's Art Goods  
David's Celebrated Ink  
Fountain and Stylo Pens

Every Department fully stocked  
with Up-to-date, Reliable Goods

## BROWN BROS., Limited

Wholesale and Manufacturing Stationers  
51-53 Wellington St. West - Toronto

## Lonsdale & Bartholomew

*Limited*

Bradford and Accrington, England

*Publishers of*

"Art Series" Christmas Cards and Permanent  
Carbon Pictures

We have recently opened an office at 300 St. James St., Montreal

We intend to introduce in Canada this highly profitable line, and travellers will cover the Dominion shortly.

*Sample Albums Free, showing cards, printed complete, in exact state as delivered to customer*

**Lonsdale & Bartholomew, Limited**  
300 ST. JAMES STREET, MONTREAL

We supply Advertising Matter for Window Display



## DAVID'S CELEBRATED INK

Unsurpassed for  
Quality and Value

Electro-Chemical

## BLUE BLACK FOUNTAIN PEN CARMINE

Manufactured by  
Thaddeus Davids Co.  
New York. Established 1825



## BROWN BROS.

Limited

Canadian Agents, Toronto





## How to Get TRADE Into Your Store

Experience in all lines of merchandising proves that attractive show windows are the strongest kind of factors in getting trade into the store.

Pictured on this page are three views showing the possibilities of

## Dennison Goods

in attracting trade. We have prepared a series of such views as suggestions to the trade. A set will be mailed postpaid to any stationer on request.

They show not only the general attractiveness and desirability of Dennison Goods as profit makers, but also their ability to help sales in *other* lines.

Hundreds of dealers visit our stores regularly for suggestions and assistance. We invite *you* to visit Dennison whenever you can—as often as you can. You will *gain* by it and we shall take pleasure in affording every assistance in our power to boost *your* business. Co-operation with Dennison is the road to success.

Visit us—Write us.

**Dennison Manufacturing Company**  
*The Tag Makers*

**BOSTON,**  
26 Franklin St.

**PHILADELPHIA,**  
1007 Chestnut St.

**NEW YORK,**  
15 John St.  
15 W. 27th St.

**CHICAGO,**  
25 Randolph St.

**ST. LOUIS,**  
413 North 4th St.

**TORONTO,**  
523 Traders Bank Bldg.

# 100% Profit

Sounds interesting, doesn't it?

Yet there are many booksellers who are doing better than that on their wall paper department.

Do you doubt it?

Then ask Stauntons Limited to explain their proposition for

## STAUNTON 1910 WALL PAPERS

When a firm of the size and standing of Stauntons Limited makes the above statement it is worthy of the closest investigation.

Suppose we send you our traveller with his complete list of samples. This year's range of patterns is the largest and most exclusive ever offered in Canada—bright, snappy styles that sell on sight.

Don't delay—you may forget. Send us a card to-day, and get in line for a good trade and a big profit next Spring.

Our Special Bulletin No. 2 will be out shortly. Shall we send you one?

## Stauntons Limited

933 Yonge Street

Toronto

## Important to Canadian Stationers

GOOD PROFITS  
NO RISK  
NO OUTLAY

## Private Christmas Cards

J. WOOD & CO., Christmas Card Manufacturers, 95 Kirkgate, Bradford, Yorkshire, England, are issuing to the trade a sample book of exquisite Private Christmas Cards (costing about \$4 each to produce), with prices printed in dollars and cents, containing about 90 cards at prices from 75 cents \$2.50 per dozen complete. These sample books are offered to the trade **entirely free of charge and carriage paid** on application.

Orders received from same will be supplied complete with customers' names and addresses printed on the inserts, and delivered with envelopes neatly boxed and **postage paid**.

Stationers should apply at once for sample book, which will be forwarded immediately on receipt of application.

TERMS FOR ORDERS  
CASH WITH ORDER

50% discount off prices quoted in sample books, which will leave the stationer a clear 33 $\frac{1}{3}$ % profit after paying duty.

*Send at once. There is no time to waste.*





to foresee what a great demand there will be for our Popular New Edition of the Dominion of Canada Map, when the schools are once more full swing into the season's work.

## There's a Reason for This

We have thoroughly and persistently placed its merits before teachers and school boards throughout the country, by circular, catalogue and press advertisements. We know by results, so far, that all this has done its work well, and has made a good impression. The final success is yet to come and you can get the business if you are prepared for it.

## FINALLY



## A SUGGESTION

Varsity Stylos make excellent premiums to offer for the purchasing of school supplies. They will appeal to the scholars as useful and practical. They are just the thing to inspire them to flock to your store. **Price, \$3.60 per dozen.**

TRY TO GRASP THE SITUATION

**THE COPP, CLARK CO., Limited**  
Toronto, - Canada

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |             |            |           |            |                     |               |            |         |          |             |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|------------|-----------|------------|---------------------|---------------|------------|---------|----------|-------------|
| BLACK BOARDS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | SCHOOL MAPS | SCRIBBLERS | EXERCISES | NOTE BOOKS | BLANK DRAWING BOOKS | SCHOOL SLATES | LOCK BOXES | CRAYONS | FOOTSCAP | PEN HOLDERS |
| <h1 style="margin: 0;">This is School Opening Time</h1> <p style="margin: 5px 0;">You know what that means. You'll have to be ready to meet the demand about to commence with a good stock of School Supplies. If you haven't ordered yet be sure and see our lines. We can offer you the very best assortment of School Goods at close prices. Our specialty is short notice orders. If there is anything you have forgotten to stock, don't hesitate to send. No order too large for us to handle, and none too small to receive our very best consideration. To have us attend to your wants is just as good as if you came yourself. Order now and be ready for the rush.</p> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <span><b>CLARK BROS. &amp; CO., Limited</b></span> <span><b>WINNIPEG, MANITOBA</b></span> </div> |             |            |           |            |                     |               |            |         |          |             |
| MUCILAGE    GLUE    PENCILS    DICTIONARIES    PAINTS    SCHOOL INKS    SCHOOL BAGS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |             |            |           |            |                     |               |            |         |          |             |

## Every Man with a Fountain Pen

NEEDS THE

**The only clip that gives entire satisfaction**

**Steel, 5 cents**

**German Silver, 10 cents**

**Rolled Gold, 25 cents**

**Show Cards for counter display, 1 doz. to 3 doz. clips on card, according to style of clip. Sells on sight**

Discount to the Trade on application.

**Consolidated Safety Pin Co.**

Department I,Bloomfield, N.J.

## VICTOR INKSTANDS

"Just enough ink to ink the pen"

**Small**

Cut Shows Our No. 25

Retail Price 75c.

**Large**

Cut Shows Our No. 35

Retail Price \$1.25

Victor Inkstands keep ink clean and liquid, having an extralarge capacity with only a very small exposure to the air. Easy to clean and fill cannot upset; covers move so easily that they can be opened and closed with the pen point.

LIBERAL TRADE DISCOUNT  
Sold by all Canadian Wholesalers

### C. H. Numan Dept. —

354 BROADWAYNEW YORK, U.S.A.

**PEERLESS PAPERS &**

Its Mark

**CARBON RIBBONS**

Made of the very best raw materials PEERLESS Carbon Papers and Ribbons are uniform, lasting and clean. They have unsurpassed manifold qualities - giving copies that are clear and sharp in bright, true and permanent colors. For unvarying uniformity of quality, permanency and intensity of colors and non-smutting tendencies, the "PEERLESS" Brand of Carbon Papers and Ribbons are just what the name implies - unequalled. Satisfaction in every box and attractive inducements to the dealer are what we offer. Let us send you samples and prices. *We sell dealers only.*

**Peerless Carbon and Ribbon Mfg. Co., Ltd.**  
Factory, 176-178 Richmond Street West, Toronto

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Authors and publishers desiring complete sets of reviews and notices of their books appearing in the Canadian newspaper press, can be supplied promptly and satisfactorily by us, at reasonable rates. Write for full particulars.

**The Canadian Press Clipping Bureau**

232 McGill St., MONTREAL10 Front St. East, TORONTO



# Gage's Papeteries

*The Standard of Value*



WE MAKE in our factory a complete range of PAPETERIES from the smallest Juvenile size to our large HOLIDAY GIFT BOXES, which are works of art.

¶ We put up special assortments of PAPETERIES at any price and to suit any class of trade.

¶ Our values are without doubt the best in the market.

¶ The celebrated HOLLAND LINEN line of correspondence stationery is made by us.

**W. J. Gage & Co., Limited**

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PAPER MILLS AT ST. CATHARINES, ONTARIO

# National <sup>BLANK</sup> BOOKS



**M**ADE in all sizes, rulings and bindings to meet every requirement of the accountant. They contain paper of extra fine quality—the best products of the Holyoke Mills being used for the purpose.

The National Line also includes a wide variety of Loose Leaf Ledgers, Price Books and Memorandums.

**National Blank Book Co.**  
HOLYOKE MASSACHUSETTS

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Photo Specialties

**Plates. Papers. Films.**

should be stocked as a side line by all stationers. The demand is already there. No technical knowledge necessary.

Mail us a Card for Particulars and Booklets

(WELLINGTON & WARD) WARD & Co.,

13 St. John Street, Montreal

Import Agents.

# Mr. Bookseller

Do You Want a Live Agency?

Physical Culture literature is increasing with unprecedented strides. A positive indication that the public is becoming more and more interested in health-building literature.

We are, therefore, desirous of securing a representative in your territory for our publications, and believe that it would be to your advantage to write us for terms and territory.

Physical Culture books constitute the world's leading literature in the field of diet, exercise, bathing, and general health building. Bernarr Macfadden, the editor of Physical Culture, and author of most of the works published by this company, is beyond doubt the leading authority on physical culture in America.

The popular price of \$1.00 which obtains in the case of nearly all our books places them within the reach of all.

Write us for full particulars to-day  
before someone else gets ahead of you.

**PHYSICAL CULTURE PUB. CO.**

Book Department

Inc.

Flatiron Building  NEW YORK, N.Y.

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# Mr. Dealer

Do you know it pays to handle Physical Culture? Then to give it a good display? Your customers will some day thank you for having given them a chance to become acquainted with this publication, the only magazine of its kind.

Edited by Bernarr Macfadden, beyond doubt the leading authority on Physical Culture in America.

Its beautiful covers and general make-up make it attractive for display purposes. You will, therefore, make no mistake in giving this publication a fair trial. Remember Physical Culture is fully returnable within 60 days from your News Co.

Be sure to call your customer's attention to the supplement in each issue containing a series of exercises "How to Develop a Powerful Physique" by Bernarr Macfadden.

If you have any difficulty in securing a supply from your News Co. we would consider it a favor to have you write us, when we would endeavour to adjust your complaint.

**Physical Culture Publishing Co.**

Circulation Department

Inc.

Flatiron Bldg.

New York, N.Y.



A. W. FABER'S

THE FINEST IN EXISTENCE

16 Degrees—6B to 8H

**"CASTELL"**

PENCILS



Unequalled for  
Purity, Smoothness  
Durability or Grading

A. W. Faber, Newark,  
New Jersey, U.S.A.

A. W. Faber's  
"Castell" Copying Pencil

Manufactory  
Established 1761



FACTORIES

STEIN, GERMANY  
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NOISY-LE-SEC  
NEWARK, N. J.

**A.W. FABER.**

ESTABLISHED 1761.

**RUBBER WORKS**

ELASTIC BANDS



ERASIVE RUBBER



HOUSES

STEIN, GERMANY  
NEWARK, N. J.  
LONDON  
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BERLIN

41 - 47 DICKERSON STREET AND 68 - 88 HECKER STREET

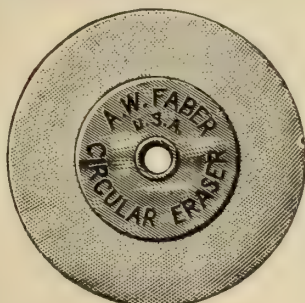
**NEWARK, N. J., U. S. A.**



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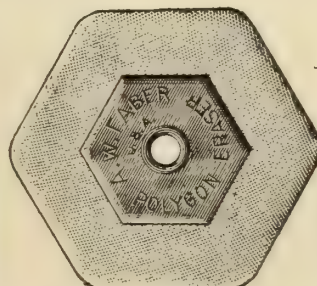
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# **IMPORTANT**

Dear Mr. Stationer,

Please take note that the renowned Waverley Pen—the Boon and Blessing—can now be obtained as a Fountain Pen, with massive 14-ct. gold Waverley nib, iridium pointed. Trade prices and illustrated lists sent on application, per return mail.

Faithfully yours,

Waverley Works, **MAGNIVEN & CAMERON,**  
Edinburgh Limited

# **SPENCERIAN STEEL PENS.**

*The Standard Brand in United States for over fifty years, among expert and careful writers, and recognized by accountants and correspondents as*

## **THE BEST**

**Works: BIRMINGHAM, ENGLAND**

*Imported by all the leading stationers in Canada.*

**Proprietors: Spencerian Pen Co., New York**

# The most popular pens are **ESTERBROOK'S**

MADE IN ALL STYLES



Fine Points, A1, I28, 333.

Business, 048, I4, I30.

Broad Points, 3I2, 3I3, 3I4.

Turned-up Points, 477, 53I, I876.

CANADIAN AGENTS:  
**THE BROWN BROS., LIMITED**  
TORONTO.

## **Telegraph Codes**

|                                                                               |              |         |        |
|-------------------------------------------------------------------------------|--------------|---------|--------|
| A B C Code.                                                                   | 5th Edition. | English | \$7.00 |
| A B C Code.                                                                   | 5th Edition. | Spanish | 8.00   |
| A B C Code.                                                                   | 4th Edition  |         | 5.00   |
| A I Code.                                                                     |              |         | 7.50   |
| Moreing & Neal Code.                                                          |              |         | 5.00   |
| Bedford-McNiell Code                                                          |              |         | 6.00   |
| Large and small codes of all kinds. Send for list. Discount to the trade only |              |         |        |
| AMERICAN CODE COMPANY, 83 Nassau St., N.Y. City                               |              |         |        |

# **WESTERN** Incorporated 1851 **ASSURANCE COMPANY.**

**FIRE  
AND  
MARINE**

HEAD OFFICE—TORONTO, ONT.

Assets over - - - \$3,570,000  
Income for 1906, over 3,609,000

HON. GEO. A. COX, President,

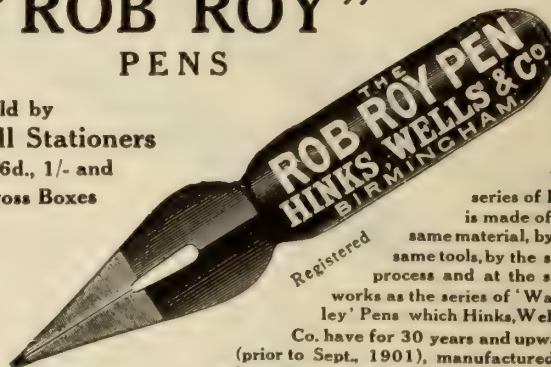
W. R. BROCK, Vice President

W. B. MEIKLE, General Manager

C. C. FOSTER, Secretary

# **“ROB ROY” PENS**

Sold by  
All Stationers  
in 6d., 1/- and  
Gross Boxes



This series of Pens is made of the same material, by the same tools, by the same process and at the same works as the series of 'Waverley' Pens which Hinks, Wells & Co. have for 30 years and upwards (prior to Sept., 1901), manufactured for and supplied to the Proprietors thereof.

HINKS, WELLS & CO., - - - BIRMINGHAM, ENGLAND

# **HAVE YOU TRIED THIS ONE ?**

## **JOHN HEATH'S PENS**

Supplied by leading Wholesale Houses in Toronto and Montreal.

London (Eng.) Export Agency:  
8 St. Bride St., London, E.C.

0278 TELEPHONE PEN. Reg. in Canada

**The  
TELEPHONE  
PEN**  
REG. IN CANADA

# **British America Assurance Company**

A. D. 1833

**FIRE & MARINE**

Head Office, Toronto

BOARD OF DIRECTORS

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Sir Henry M. Pellatt, E. R. Wood.

**W. B. Meikle, General Manager; P. H. Sims, Secretary**

CAPITAL - - - - - \$1,400,000.00  
ASSETS - - - - - 2,162,753.85  
LOSSES PAID SINCE ORGANIZATION, 29,833,820.96



## Subscribers' Free Advertising Service

WITH the intention of assisting those of our subscribers who either because of want of time or lack of knowledge cannot attend properly to their advertising, BOOKSELLER AND STATIONER is willing to undertake this service for them.

As previously pointed out, many retailers require help in the preparation of their advertising copy if it is to achieve the right results. How to make the retailer's copy increase in "pulling" power is our object.

By a close, thoughtful analysis of those qualities which make for good advertising, and applying the successful methods discovered to their own work our advertising men are enabled to produce copy containing the most effective ideas. Influential and persuasive, it helps to create new trade.

A thorough knowledge of the practical resources of the printing offices enables us to obtain results not possible to one who does not understand typography.

For those services there is no charge. The only condition is that you must be a paid-up subscriber. Write us giving a complete description of your requirements.

*William G. Colgate:*

*Manager Copy Department.*

BOOKSELLER AND STATIONER  
10 Front St. East TORONTO, CANADA

## E. MORRIS & CO.

**WHOLESALE  
STATIONERY  
SCHOOL SUPPLIES  
POSTCARDS**

Why can we  
Sell at Eastern Prices?

Because we import direct by Water  
from the keenest manufactur-  
ing centres on the Globe.

## VANCOUVER, B.C.

## HIGGINS' TAURINE MUCILAGE



8  
THE demand for a clean, tenacious and pure mucilage, secure against the corrosive influences affecting the average product in this line, induced us to put upon the market Higgins' Taurine Mucilage. It avoids the defects of the cheap and nasty dextrine and the dear and dirty gum mucilages. It is stronger, catches quicker and dries more rapidly than any other mucilage, and is perfectly clear, clean, non-corrosive, non-sedimentary and pleasant to sight and scent. It is put up in both bottles and safety shipping cans, and will be found not only convenient for use, but entirely satisfactory so far as its working qualities are concerned. It will please your trade.

HIGGINS' AMERICAN DRAWING INKS  
BLACKS AND COLORS  
The Standard Liquid Drawing Inks of the World

CHAS. M. HIGGINS & CO., Manufacturers  
NEW YORK CHICAGO LONDON  
Main Office and Factory, BROOKLYN, N.Y., U.S.A.



Toilet Cases

# Fancy Leather Goods

We make an extensive line suitable for dealers in Fancy Goods, Stationery, Haberdashery, etc.

Send for Illustrated Catalogue



**C. F. Rumpp & Sons**

PHILADELPHIA, PA., U.S.A.

Established 1850

New York Salesrooms

683-685 Broadway



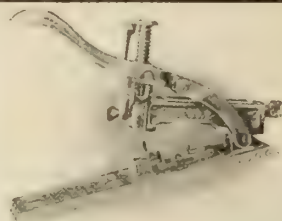
Auto Luncheon Outfit

## CRAYONS

The "Standard" for quality, quantity, variety, economy, and satisfaction. Can be had only of

**The Standard Crayon Mfg. Co.**

Danvers, Mass.



## A Modern Device

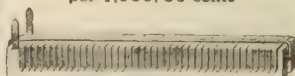
The Acme No. 2 Binder

This is a machine that drives a flat staple that holds. It penetrates the thickest and toughest paper and will not tear the thinnest. Easy and convenient to work and will not get out of order, because it is simply made.

The price is moderate and is one of the least inducements that will sell it to the busy office worker.

Ask your jobbing house about it.

Staples (No. 18) 5,000 in a box, per 1,000, 30 cents



**Acme Staple Company, Limited**

112 North Ninth St. : : : : Camden, N.J., U.S.A.

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Winsor & Newton's Oil Colors

" " Water Colors

" " Canvas

" " Papers

" " Brushes

" " Boxes

All kinds of goods for artists: Crayons, Oils, Mediums, Easels, Studies, &c

SEND FOR CATALOGUE

**A. Ramsay & Son Co.,**

MONTREAL

Agents for WINSOR & NEWTON, London

## The Patent "Interleaf" Post-Card Album

The most perfect album ever published. Requires only to be seen to be appreciated. Best British Manufacture. Holds either 6 upright or oblong Cards all on one page. No Corners of Cards protrude on either side of leaf but are perfectly protected. Published in five different Bindings, to hold 300, 400 and 500 Cards respectively, and retailing from 6s. to 18s. each. Specially suited for use on Shop Counters for exhibiting Picture Post Cards.

Full particulars and terms, etc., post free on application.

Inspection Invited

Sample Album will be forwarded on receipt of 4s

(Carriage extra) Published exclusively by

**The Patent "Interleaf" Album Co., Limited**  
13, New Street, Covent Garden, London, W.C., England  
Tel.: Berghoff, London. Code: 5th Edit. A.B.C.  
MAY BE HAD OF ALL WHOLESALE AND EXPORTERS

## Representative Wanted for Canada

Good opening for a hustling young manufacturers' agent to take over the representation of a number of American houses in Canada. Write, giving all necessary qualifications, etc., to

**Box 777, Bookseller & Stationer, 10 Front St. E., Toronto**



## Victor Gramophones



## Exclusive Records

We will issue shortly seven records of the morning service as used in the Church of England.

Four records from the play "An Englishman's Home."

Six records by Canada's famous soprano, Madame Pauline Donalda.

These records are being made *exclusively* for the *Canadian market* on this continent. There will be a great demand for them, so get in early.

*Send for descriptive circulars and dealers' discounts.*

**Berliner Gram-o-phone Company**  
MONTREAL Limited

## POCKET MAPS

At this time of year many people are travelling and the demand for Maps and Guides is good. The margin of profit is also good.

WE CAN QUOTE YOU:—

RAND & McNALLY POCKET MAPS 25c, at per doz. \$ 1.80  
ONTARIO  
QUEBEC  
MARITIME PROV.  
MANITOBA  
WESTERN CANADA  
BR. COLUMBIA  
CANADA  
ANY STATE IN THE UNION  
UNITED STATES COMPLETE

Handy Guides, with Map and full information of principal American Cities retailing at 25c.

Per doz. \$2.40

Road Map of Western Ontario, 25c. Per doz. \$1.80

Road Map of Eastern Ontario, 25c. Per doz. \$1.80

SEND YOUR ORDER NOW FOR WHATEVER ASSORTMENT YOU CAN USE.

**The Geo. M. Hendry Co., Ltd.**  
Wholesale Educational Supplies and Maps.  
20 Temperance St. Toronto

## Earn a Prize of \$25, \$15 or \$10

in addition to regular commissions that are away in advance of any offered by other publishers by getting subscribers for

### Busy Man's Magazine

This prize offer is open to booksellers, stationers and newsdealers only.

Three prizes of \$25.00, \$15.00 and \$10.00 respectively will be awarded to the three dealers who send in the three greatest number of new paid-in-advance yearly subscribers to Busy Man's Magazine between July 1st, 1909, and January 1st, 1910.

These prizes are in addition to the regular commission, which is a very liberal one indeed.

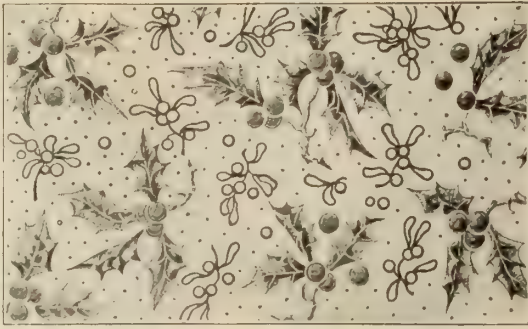
Busy Man's Magazine, a strictly Canadian publication at \$2.00 per year, is the best magazine value ever offered.

Here is your opportunity to make some really easy money—you, who are meeting magazine readers every day. A little outside canvassing helps some, too.

Get in line for this money by writing us at once for full particulars

**BUSY MAN'S MAGAZINE**  
10 FRONT STREET EAST, - - - - TORONTO





## Holly Box Covering

AND WRAPPING PAPERS

The finest line of Paper for Box Covering and Package Wrapping on the market.

Put up in sheets or rolls, also in Envelopes.

Paris Holly Ribbon Crepe, Tri-Color and Plain Ribbon Crepe—The Best Ever.

Paris Plain and Decorated Crepe Paper, Paper Napkins, Plain and Crepe Toilet Papers.

**The TUTTLE PRESS Co. Manufacturers**

**Appleton, Wis.**

## Standard Commercial Works

### Matte's Interest Tables

At 1, 5, 6, 7, 8, 9 and 10 per cent. per annum by NAPOLÉON MATTE, 5th Edition. Price, \$3.00

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# Bookseller and Stationer

## and Canadian Newsdealer

A monthly journal devoted to the interests  
of the Bookselling and Stationery Trades

W. A. CRAICK  
Editor

Subscription: One Dollar a Year  
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Vol. XXV.

TORONTO, CANADA, AUGUST, 1909

No. 8

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Vol. XXV

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## EDITORIAL COMMENT

Dealers who have been writing to the Eaton Company for information about the Ontario Readers, have received prompt replies, enclosing circulars telling about the merits of Eaton's groceries and other merchandise. Truly this is the irony of fate! It is rubbing it in with a vengeance. If our friends the grocers and drygoodsmen couldn't see any reason for supporting the booksellers in their fight against a great injustice before, they are having their eyes opened now.

\* \* \*

In some towns the trade are arranging to sell the Ontario Readers at an advance of one cent per copy. The 4 cent reader will go at 5 cents, the 9 cent reader at 10 cents and so on. This is a step which should be carefully weighed, and should not be taken hurriedly. We still maintain that for all the money there is in the business, it is a wiser policy to meet the Eaton prices. Even one cent is a consideration with some people. We all know of women who will pay ten cents to go to town to buy a bargain which will save five cents. There are people who will send a mail order for the books to save a few coppers, even if the postage and the price of the money order exceed the saving. What merchants want to guard against is the starting of the mail-order habit in communities where it hasn't yet got a foot hold.

\* \* \*

This is the great vacation month and no matter where one goes in town or city, places of business are deserted by either the proprietor or one or more of his help. As an evidence of prosperity, the holidays which are being taken by members of the book and stationery trade, may be considered as conclusive. We don't hear of many motor trips being taken, but all the same trade are not too poor to have a few fast launches among them. Summer cottages are owned by not a few booksellers and those who don't possess such a luxury are usually to be found taking things easy at the first-rate summer hotels. If our statistician were not away on his own vacation, we might get him to figure out approximately how much the trade expend on this summer holiday business. It would be no small amount.

The big stationers' convention at Toledo has come and gone. It set us thinking what a fine thing it would be if we only had as strong and aggressive an organization in Canada, comparatively speaking. Why can't we? There are no insuperable reasons. If we could only get a few enthusiastic workers together, the thing would be bound to go. As it is, we are working on the principle of letting the other fellow do the work and when everybody acts on that principle, the inevitable result follows,—nothing is done. If we could only take a car-load of Canadian stationers over to an American convention to have their horizon enlarged, they would come back with a new and burning zeal for association work.

\* \* \*

Preparations for our Silver Jubilee Number to be issued next month are going on apace. It is no unimportant event in the life of a trade newspaper to attain to the quarter-century mark, because trade journalism speaking general is a very modern development. In point of years ours is really the oldest independent trade newspaper in Canada. We can assure our readers that the celebration number will contain much interesting matter. We have already gathered together a great deal of instructive material and illustrations, and any dealer who fails to derive some benefit from reading the number is a hopeless case.

\* \* \*

Publishers have just about completed their fall lists of fiction, juveniles and gift books. Without exaggeration, the fall offering will be of a high order. Some houses have reduced the number of their books, while others have larger lists than usual. There is to be a Connor book this fall and a Parker book. R. E. Knowles will have a new Canadian story, and other Canadian writers will be active. High-class fiction from De Morgan, Arnold Bennett and Marian Crawford will raise the standard of the general list. With widespread and careful advertising, the bookseller should make a good thing out of his fall fiction.

\* \* \*

What is the effect of the sale of cheap reprints of copyright books? Is it going to injure the sale of the new copyrights? This is a question which the bookseller should consider carefully. There are arguments

for and against it. In one way there is no doubt that some people will be led to wait for the appearance of the reprint rather than buy the first edition. Others will purchase reprints altogether, without paying any attention to the higher-priced books, because they see that they can buy two or three times as many volumes for the same price. But on the other hand the appearance of the cheap reprint is bound to increase the number of novel readers. People who had never read a new \$1.50 or \$1.25 novel, will purchase a 50 cent reprint and will cultivate a taste for reading. They will find that some of the best books are not to be had in cheap form and will accordingly be led to purchase them at regular prices. And then again human nature must be reckoned with. Most people want to read the latest books and be right up to date. To do so they must purchase the new books. Reprints to them are so much obsolete trash. Booksellers ought to study the field carefully and exercise some judgment in placing the reprints on sale. To our mind the duller seasons, between the appearance of the spring and fall books, is the right time to bring along the reprints.

\* \* \*

Our last month's editorial on aggressiveness in selling private greeting cards has been well received and we believe it has accomplished some good. That there is good money in the business is shown by the increasing number of agents canvassing the public this season. These agents are busy already. They are visiting business men in their homes in the evening and calling on the ladies in the forenoon and afternoon. If the results of their canvass are so satisfactory, it follows that the bookseller is letting slip a good thing when he fails to keep up in the race. He has advantages which the traveling agent has not. The latter can only call once or twice. When he leaves a town he is done with it. The stationer is right on the spot and can fight the matter to a finish. Moreover he can show a greater variety of samples and can guarantee satisfaction, which the agent oftentimes cannot do. It is time to "get busy."

\* \* \*

School opening time is almost here,—one of the busiest weeks in the year for the bookseller. One last question is apropos. Have you arranged your campaign yet? Allow us to emphasize the necessity for having your selling plan cut and dried. The window trim, the premium offer, the newspaper advertisement and the store decoration should all be ready for launching at the right moment. If in previous years you have run this business on the hit and miss principle, turn over a new leaf this year and go after the trade systematically. We believe it will be greatly to your advantage.

\* \* \*

Toronto's National Exhibition this year opens on August 30 and lasts for the following two weeks. It is hoped that the trade outside the city will take advantage of the cheap rates and will visit the exhibition. It is a liberal education, to see the various exhibits and to mix with the people, and the visit will broaden the outlook for all those who attend from smaller places. The whole-

sale houses will also appreciate calls from members of the trade.

\* \* \*

Another development in the Canadian publishing business, which may be taken as a sign of prosperity, is the announcement that the Macmillan Co. of Canada are about to erect a fine old-fashioned building on Bond Street in Toronto, where their offices and warerooms will in future be located. The Macmillan Co. are among the late arrivals in Canada, but they have been very successful, and they will strengthen their position by having a building of their own, designed to give a genuine bookish atmosphere to the place. Construction is to be hurried forward and the building will probably be ready for occupancy next February.

\* \* \*

We hear this month of several removals from old to new stores on the part of Canadian booksellers, in each case the change meaning increased accommodation and better location. Under these circumstances a change is a good thing. Perhaps it wouldn't be amiss for one and all of our readers to take stock of their stores and see if they, too, would not benefit by a move. In some towns the centre of traffic may have shifted, carrying the people away from the book store. In such a case it is better to follow the crowd than attempt to fight for a living in the old location. It is good business policy to get to the centre of things and no sentimental reasons should have weight when it comes to forsaking an old store. The public like novelty and they will come to see John Smith's new store, when they forget all about his old one.

\* \* \*

Give clerks their holidays. It will pay to do this, even on the principle that it pays to take care of a machine. Holidays certainly tend to improve the efficiency of a clerk. The better the health the better the efficiency of the average man, and holidays tend to improve the health. Every clerk is perhaps not worth being given a holiday, but clerks that are not worth being given a holiday are not worth keeping in the store. A well spent holiday makes a healthier, brighter, and more efficient all round man behind the counter. If you have not already tried this do it now.

\* \* \*

To cut prices in order to get the business is a sign of weakness. He who has to resort to this method is incapable of building up a business on businesslike and up-to-date methods. It is one thing to reduce the price of an article which has been so long in stock so as to cut off the profits, but it is another thing to take a staple line of goods and deliberately cut the price in order to try and attract customers to the store or warehouse. Enterprise is at the root of every successful business. To employ methods which disorganize trade can scarcely be termed enterprising. Foolishness is rather a better term. Knowledge of business, good live, selling methods, courteous treatment of customers, and judicious advertising are much better business-getting factors than cutting prices. The one builds up business, the other undermines it.



# Personal Impressions of the Toledo Convention of Stationers

Some Random Notes from a Visitor's Diary—Items about Men who were There — The Way the Association is Managed — The Souvenirs.

The rotunda of a convention hotel during the hours between sessions is an extremely interesting place for the onlooker, and as the writer looked about the spacious lounge of the Hotel Secor, Toledo, Ohio, on the morning of July 20, he saw gathered together in little groups, a cosmopolitan crowd of the stationers of America. They were a very creditable-looking aggregation, mostly men of middle-age, well-dressed, almost all smoking cigars, the majority wearing the red badge of a delegate, some with the blue badge of a visitor.

Toledo itself is a prosperous-looking city of some 200,000 inhabitants, situated at the westerly extremity of Lake Erie. Its leading hostelry, the Hotel Secor, a handsome new ten-storey building, was the home of the convention. Thither were gathered together nearly 300 delegates from all over the United States, representing the manufacturers, jobbers and retailers of stationery. Many of those present were traveling salesmen, but there seemed to be very little effort made to do business, except in the cultivation of the ground by social attentions.

## **"Charlie" Warwick Was There.**

A friend of former conventions, Harry Jackson, of the Spenceirian Pen Co., New York, who was there with his brother, Arthur P. Jackson, of the Hawkes-Jackson Co., gave me the pleasing information that there was another Canadian present—described as a fat man of jovial disposition. Further investigation disclosed the fact that it was "Charlie" Warwick, of Toronto, but, alas! he had taken his departure earlier in the day, being merely a chance visitor in the city. That left me the only Canuck present.

But not quite! A. H. McQuilkin, who is the editor of the de luxe stationery trade paper of the U. S., the Inland Stationer (and incidentally editor of the Inland Printer) is also a Canadian by birth and proud of it. And I was glad to meet Mr. Tupper, one of the owners of Office Appliances, a genuine Bluenose from near Kentville, N.S.

Business sessions of the convention were held in the ballroom on the ninth floor of the hotel, reached by elevator (of course). Here on the platform, President Gerry, of New York, a popular chairman, and Secretary Rogers, of the same city, conducted the meeting, while the delegates sat on little gilded chairs—pretty, but uncomfortable. Owing to the heat, many a stout stationer removed his coat and hung it over the back of his chair, while so intolerable did the prospect of an evening-dress banquet become, that our good friend from Chicago, Fletcher B. Gibbs, got a motion put through that would penalize any member for appearing at the dinner in anything more formal than a negligee shirt.

## **Fletcher B. Gibbs, a Strong Man.**

That same Chicagoan, Mr. Gibbs, is a tower of strength to the association. One doesn't need to be long present to grasp the fact that he is the man who leads it safely over the rough spots and smooths out the little kinks that always develop even in the best-managed organizations. He has a kindly word for Canada and the friends he made over here last fall and would willingly assist the trade here in developing association work.

As in all associations, there are a few outstanding figures in the national body. For instance, there is C.

H. Mann, of Philadelphia, a past president and a front-row delegate, who is the acme of precision, speaking frequently, though briefly, and an adept at presenting votes of thanks. There is Samuel Ward, of Boston, a splendid type of the upright business man, whose influence on the morals of the convention has not been unnoticed. There the morals of the convention has not been unnoticed. There is Charles E. Falconer, of Baltimore, a very pleasant gentleman, who went home happy because he has secured the 1910 convention for his city. There is Charles E. Stevens, of Chicago, facetiously dubbed prime minister to Gibbs, because of his friendly services to that gentleman, a lively little man, with the right word in the right place. And so the list of loyal members might be continued.

## **Very Loyal Members.**

This loyalty is a great asset. Apparently with these men, once a member always a member, is a guiding principle. The loyalty that brings a George M. Courts annually from Texas, and a W. H. Kistler from Denver, a D. S. Sperry from St. Paul, and a W. J. Kennedy from St. Louis, is no small thing.

There is a deal of formality about the proceedings, and rightly so. President Gerry introduces speakers with all their dignity heaped upon them. Everybody speaks well and tersely. The constitution is rigidly adhered to. Most of the important work is done in committee and committee's recommendations are practically always adopted.

Outside the door of the convention hall, a long table groans under the weight of sample copies of the trade journals. Such a lot of them! It must surely be a perplexity to the American advertiser to know which to use. I believe there were at least eight papers represented, in addition to the Canadian trade paper. One of them Geyer's Stationer, gets out a daily edition during the convention, giving a verbatim report of the proceedings.

Have you got your souvenirs? This was a common question on Thursday afternoon. The souvenir-giving habit has developed to such an alarming extent, that a resolution disapproving of the giving of all such articles, was passed at this year's meeting. However, it reminded one of a Christmas festival up in Room 921, when packages containing the gifts of the various manufacturers were handed out to the visitors. And some of them were really admirable—notepaper from Eaton, Crane & Pike; a pencil assortment from Eberhard Faber; playing cards from U. S. Playing Card Co., etc.

The Conklin Pen Co., a local concern, did the honors on Wednesday evening, when they chartered the Str. Greyhound, and took everybody out for a sail on Lake Erie. The Toledo stationers entertained on Friday with an all-day trip to Put-in Bay. Thus the social side of the convention was by no means neglected, and no doubt formed the most attractive part of the gathering to many.

## **Business Done.**

And what of the practical side of the convention? What is it accomplishing? Probably the 1909 convention will go down to fame, as the first to formulate a definite policy of action. A catalogue commission or committee has been formed, and an appropriation of a thousand dollars has been voted for its support. This committee will work out a set of uniform prices at which staple



stationery articles should be sold to produce a fair profit. That this will be a decided boon to the trade goes without saying. Many a stationer doesn't know what price he should put on an article. One neighbor may have one price and another another price. Which is the right one? The work of the committee will bring about a uniformity that will guarantee to all a fair return.

Another forward step this year has been a provision for a permanent salaried secretary, a much-needed reform. The fees have been raised from five to ten dollars to meet this extra expense.

At least two admirable addresses were delivered before the convention, which were full of excellent pointers. It will be the privilege of The Bookseller and Stationer to reproduce both of these when opportunity offers. The two papers were prepared by prominent men in the trade, who had evidently spent much time in their preparation, revealing methods by which they had achieved success.

#### Personalities.

William C. Bardenheuer, of Boorum & Pease Co., New York, a genuine good-fellow, was a popular appointee to the new board of control.

W. E. Smith—what would a convention be without him?—jollied the girls, spun yarns for the men, and crowned his achievements by chartering a special train home. He is still an enthusiast on Waterman's Ideal pens.

Uncle George Olney—the same old sport—looking better than he ever did, beamed good nature all round. Another uncle—Uncle Sam Cooper—was the living representative of the national figure.

F. B. Towne, general manager of the National Blank Book Co., Holyoke, took an active part in some of the open discussions, contributing some useful ideas to the meeting.

F. D. Seymour, editor of the Pen Prophet, the Waterman Pen Co.'s house organ, collected considerable useful information for his little sheet.

P. O. Nicolai was the representative present of the Eaton, Crane & Pike Co., Pittsfield. This company seem to possess the faculty of employing a very genial lot of young men.

Baltimore in October, 1910! The Toledo entertainers were very kind, but the heat went against them and an October convention will be an improvement.

J. S. A. Wittke, of the J. G. Shaw Blank Book Co., New York, took a keen interest in the proceedings at the business sessions.

A. W. Faber was represented by Henry Fera, Jr., New York.

L. A. Hawkes, of C. Howard Hunt Pen Co., was a popular member of the New York contingent. Mr. Hawkes is starting a warm campaign for Hunt pens in Canada.

#### Souvenirs.

The Byron Weston Co., Dalton, Mass., presented delegates after their return home with a neat little black leather case, containing handy memo sheets. By drawing out a cord the sheets can be extracted from the case. At the convention they gave each person a blotting stone with aluminum top.

United States Playing Card Co., of Cincinnati, prepared a dainty box containing two packs of playing cards, tied with red ribbon and lettered in gold.

The Eaton, Crane & Pike Company made up special presentation boxes of their pressed vellum notepaper.

Chicago Shipping & Receipt Book Co. presented an aluminum loose sheet holder.

The Southworth Company, Holyoke, gave a little red leather memorandum book.

W. C. Horn, Bro. & Co., New York, got up an attractive leather post card album, capable of holding quite a number of cards.

A library assortment of pens, pencils, rubbers, etc., in the form of a book was an interesting present from Eberhard Faber.

The Stationers' Club of Toledo gave each delegate a pretty booklet containing detachable view cards of the city.

#### MACMILLAN CO. TO BUILD.

Toronto, August 5.—The Macmillan Co. of Canada will immediately commence the construction of a fine new four storey building at No. 70 Bond St., Toronto. The building will be of gray stone and brick and architecturally will be old country style. The offices of the company will take up the front portion of the main floor, while the rear portion and the basement will be utilized for stock rooms. The upper floors will be let. To the north 26 feet will be reserved for a lawn, so that the surroundings will be very pleasant. Mr. Wise, manager of the company, expects that the building will be ready for occupancy about February 1.

#### CHAPPLE'S NEW STORE.

Galt, August 1.—Chapple's book stock was moved within the past few days to the handsome new premises just fitted up, one door west of the old stand. The new store, lately occupied by Deans & Walker, is admirably suited to the purpose and will give Mr. Chapple the additional room which the expansion of his business has made necessary. Ample store room is provided on the second floor and the salesroom below is of a sufficient size to meet all requirements.

#### TOURISTS IN MONTREAL.

Montreal, August 5.—During the past month there was quite a demand for guide books, souvenir books and light fiction among the large St. Catherine Street bookstores. Tourist trade has just started in some quarters while in others nothing as yet has developed. Many merchants are under the impression that the traveling public are holding back till late in the month and by then, it is confidently expected that they will arrive in numbers for the "Back to Montreal" period.

In current fiction, "The White Sister," by F. Marion Crawford, continued the best seller during the past month and also up to the present writing. "The Inner Shrine," published by Musson, is a very close second. Other good selling books at present are "Marriage a la Mode," by Mrs. Humphrey Ward; "The Three Keys," by F. Ormond; "Man in Lower Ten," by Mary K. Rinehart; "Set in Silver," by C. N. and A. M. Williamson, and "Katrine," by Elinor M. Lane.

The by now famous Parker Pastime Picture puzzles are having steady sales with most book stores. Some puzzles include 250 pieces and quite often it passes away quite an enjoyable evening before the picture is solved. The picture when brought to light generally proves very attractive.

G. R. Sparks, of A. C. McClung & Co., Chicago, was in town early in the month.

John Putnam, of G. P. Putnam's Sons of New York, called on the trade early in the month.

C. J. Musson, of the Musson Book Co., Toronto, spent a few days on business in Montreal about the middle of last month.



# Vacation Time Is Being Enjoyed by the Canadian Trade

Where and How Booksellers, Stationers and Travellers are Spending their Holidays — Everybody having a Good Time — Business Cares Forgotten for a Season.

This is vacation time. For a few weeks the Canadian trade, or such of them as can get away from business, are enjoying life at the summer resorts. It is Bookseller and Stationer's hope that everybody will have a good time and will return reinvigorated in mind and body. It has been impossible to get information about everybody, but we have gathered together a few



MUSSENGER AND THE MUSTANG

C. J. Musson says aeroplaning isn't in it with motor boating.

items about some of the people in the trade. We would like to include everyone and it is not from any intention to slight our friends that a great many are not mentioned.

Frank Wise, manager of the Macmillan Co. of Canada, expects to put in a short holiday in the Georgian Bay district this month.

Henry Button, manager of Cassell & Co., contemplates a visit to Western Canada.

J. G. Cloke of Cloke & Son, Hamilton, accompanied by Mrs. Cloke and daughters, are spending the summer in the west and will take in the Seattle Exhibition before returning.

A. E. Benham, Parkhill, accompanied his wife and family to Montreal, spending a week there. Mrs. Benham and family sailed on August 6 for Scotland on board the steamer Virginian.

W. T. Allen, Bowmanville, finds business too good to permit of his leaving on a vacation. He has to work nights to keep up with it.

W. Turner and Mrs. Turner, Markdale, spent the summer at their cottage on an island near Point aux Baril.

H. M. Patterson, Stratford, put in a very pleasant two weeks enjoying lake breezes at Port Dover.

H. Baldwin, Sunderland, has recently purchased a cottage on the shore of Lake Simcoe near Beaverton and is living there for the month of August.

R. S. Porter, of Lindsay, and Mrs. Porter, spent a month's vacation very pleasantly at the summer home of their son, H. S. Porter of Montreal, among the Laurentian Mountains, sixty miles north of Montreal. The cottage known as Cottage Content, faces a pretty lake.

J. Doersam of Waterloo, had to spend his vacation at home this year on account of ill-health.

J. W. McLaren, of Watford, was in camp at Hillsboro on Lake Huron for five weeks.

W. B. Hart, Perth, spent his vacation at his summer residence on the Rideau River.

The traveling staff of the Copp, Clark Co. scattered this summer in all directions, John Swift going to his farm on the Credit, J. S. Plaskett to his island in Lake Joseph, Dudley Thomas to a gay society resort on Lake Rosseau, Paul Trebilcock to fish at Buckhorn and Harold Copp to delight the ladies at Penetang.

John M. Young, manager of Copp, Clark Co.'s factory in company with W. J. Anderson of Nerlich & Co., and some friends went on a canoe trip to Lake Temagami.

I. L. Hobden, eastern traveler for Musson Book Co., is one of the few who are taking a day or two off now and then, making excursions to Hamilton and other near-by resorts.

William Copp, manager of the book department of the Copp Clark Co. is getting enough relaxation as skip of a lawn bowling team at the Queen City Club, to do him for a vacation this year.

H. L. Thompson, president and A. W. Thomas, secretary of the Copp, Clark Co., have quartered their



THE BLAZED TRAIL

"Tom" Allen as he smashes down another sturdy oak. "Me and Gladstone are the only ones who could ever do it."

families for the summer at Jackson's Point and pay them week-end visits.

Arthur Reed of the Copp, Clark Co., is an enthusiastic supporter of Hanlan's Point as a summer resort

and lives there as long as possible each year. Up to date he has only seen one mosquito.

Asked as to how and where he was spending his holidays, W. C. Bell of the Musson Book Co., replied that he was enjoying himself working at the office.



YE LAWN BOWLER

Aubrey O. Hurst has visions of winning the Goodall Trophy.

J. H. Charles, secretary-treasurer of the Musson Book Co., lives during the summer on a small farm near Bronte on the shores of Lake Ontario.



A MIGHTY DRIVER

"Septimus" B. Gundy indulging in the royal game at the Lambton Golf and Country Club.

L. A. Gemmel, of the traveling staff of the Musson Book Co., put in a fortnight at Mustang Villa on Sparrow Lake.

Dr. Briggs, the Book Steward, catches the 5.30 train every night and rides out to Lorne Park, where he lives with his son during the summer.

E. S. Caswell, of the Methodist Book Room, Toronto, went into partnership with his brother, Rev. W. B. Caswell, and sailed off in the "Jolly Rover" launch for the wilds of Georgian Bay, away from troublesome authors and impossible manuscripts.

Bob Kennedy, of the Methodist Book Room, Toronto, is reported to have gone lady-killing at Sparrow Lake. W. J. Brady, of the same company, was also at the lake with his family.

E. S. Walker, manager of the wholesale department of the Book Room, Toronto, summers with his family at Clarkson's on the lake shore west of the city. He is having a fine time this year navigating his new launch the "Cheechaco."

C. J. Musson, president of the Musson Book Co., is one of the pioneers of Sparrow Lake, which bids fair to become a great centre for publishers and their travelers in summer. He has a cottage there which he calls Mustang Villa, while his launch is known as the Mus-



SEEN' LUNNON

J. F. Ellis gazing at Cleopatra's Needle. "By jove, but Cleo. must have been a big lady. I'd hate to have to carry them in stock!"

tang. As a bucker, this launch beats its animal name-sake all hollow, as Mr. Musson has already discovered.

F. S. Ewens of the Methodist Book Room, Toronto, goes to Sparrow Lake for his two weeks on the 14th inst.

C. A. Irwin, of the Macmillan Co., Toronto, put in a fortnight at Jackson's Point in July and enjoyed the plentiful rainfall immensely.

Bert Durham, manager of the retail department, Methodist Book Room, Toronto, spent his vacation at Sans Souci, Georgian Bay.

(Continued on page 30.)



# Manitoba Merchants Are Watching School Book Contract

Definite Steps Towards Reorganization of Retail Merchants' Association - Members from Ontario Address Meeting in Reference to Mail-Order Houses Getting Contract for Supplying the School Books—A Live Subject in Manitoba Premier Petitioned.

Winnipeg, Aug. 3.—At a meeting of retail merchants on July 27, definite steps were taken to organize a retail merchants' association of Western Canada.

B. W. Zieman, Preston, Ont., president of the R. M. A., and M. Moyer, of Toronto, the treasurer, were present.

Mr. Zieman stated that the reason he was present was to urge upon the retail merchants of Winnipeg and Manitoba, particularly to join in with the merchants of Ontario and Quebec in forming a Dominion Association. In outlining the great necessity of a general association, he said that there were questions which come up in various local centres, which are of importance to the merchants of the Dominion as a whole, and which were not thoroughly investigated on account of the lack of prestige in a small organization.

## School Book Contract.

He then referred to the school book question in Manitoba as one which needed the co-operative support of all merchants in Canada, irrespective of their line of trade. The Government of Ontario had given the contract to furnish school books to a firm which had tendered for the same at what has been considered less than cost, but they were making up the loss by advantageous advertising. This company, which had been carrying on a departmental and mail order business for years, much to the detriment of the retail trade of Canada, were by this contract given increased impetus to dominate the wholesale and retail business of the Dominion. The fact that this company intended to give a 20 per cent. discount to every individual purchaser for cash was an outrage upon the retail bookstore trade of Ontario, where these books could be purchased only at the same price. The speaker then surprised the members present by stating that tenders for the supply of school books in Manitoba were to open on August 2, and that it behoved the retailers of Western Canada to petition the Government not to award the contract to any corporation which would use the privilege solely to develop a stronger mail-order business, depriving the retail bookseller of a legitimate profit, and encouraging customers from every part of the province to purchase every article required in the home through the mails.

## Warning to Western Merchants.

Mr. Moyer followed Mr. Zieman and at once introduced the question of school books. He said, that as a member of the Retail Merchants' Association of Ontario, he came to warn the merchants of Western Canada against the encroachment of such concerns as the large mail-order houses. The T. Eaton Co. had tendered for the school books of Ontario at a lower figure than they cost them, their only object being to educate the people to the system of ordering by mail, and for this purpose their name would be imprinted on every book. Every wholesale house in Canada should become alarmed at the possibility of additional contracts being awarded to this company since the maintenance and development of the retail business meant the maintenance and development of the wholesale business. That the Government should give the contract to a concern which kills the businesses of those men who make the Government is an outrage.

Mr. Moyer said that the Government could not be expected to know the wishes of the people, but that the

people should approach the Government. For, it would seem, that the members of parliament would not take such an action if they clearly understood the situation. As an instance of what the Retail Merchants' Association could do, Mr. Moyer cited the instance of the co-operative society bill, which was introduced in the House of Commons and allowed to pass on the grounds that the people were supporting such a bill.

## Premier Petitioned.

The following petition is being circulated among, and signed by merchants throughout the province:—

To the Hon. R. P. Roblin, premier, and members of the Executive for the Province of Manitoba:

Your petitioners humbly show: That the retail business all over the province is convenient and essential to the welfare of the people of Manitoba.

That the retail business is a necessary and legitimate branch of trade.

That during a considerable portion of the year a large section of the people depend on the retail merchants for their support, furnishing them with necessary supplies of every description, frequently on much needed terms of credit, inseparable from the conditions of a new country.

That the departmental store is a development of an unnatural excrecence on the retail business.

That unless this development is stopped, controlled or regulated it will ruin the legitimate retail trade and destroy the business fabric on which the people so largely depend.

That departmental stores pay no taxes outside of the municipality in which they are located.

That the Dominion Government's postal system affords facilities altogether too favorable to the building up of departmental stores.

That a Government contract to supply school books to the children of Manitoba, if given to a departmental store, would be a discrimination in its favor, and against the legitimate retail business; vicious in principle, and destructive to the established channels of trade.

That such a contract would place advertising material and books bearing the imprint of the departmental store in every home in the province where children attend the public schools, and would be an immensely valuable franchise to the departmental store, and correspondingly injurious to the local retail merchants in every branch of business.

That, if for lack of legitimate profit in handling school books, the retail trade throughout the country are forced to give up handling them, and the pupils are unable to procure their books locally, it will upset the whole educational programme at the commencement of the school term.

That the retail trade pays a large share of the taxes of every municipality, and are entitled to protection against unfair competition.

That the influence of the retail trade is substantial and far reaching.

That the retail trade looks to the Government of Manitoba to do it justice, and refuse to consider tenders from departmental stores in awarding the contract for the supply of books for the schools of the province.

And your petitioners will ever pray.

# Reader Enquiry Brings Batch of Eaton Advertising

Mail Order Directions and "Money Saver" Tip Sent to Man Who Asks for Information with Reference to the New Books—Strong Indication that the Contract will be Used as Advertising Lever.

What may be regarded as a preliminary though none the less significant evidence of the use which the T. Eaton Co. intend making of the school reader contract, recently awarded them by the Ontario Government, has been brought to the attention of Bookseller and Stationer by an enquirer for information concerning the new books. Accompanying the reply which he received was a batch of Eaton mail-order literature, samples of which are here reproduced.

## An Advertising Lever.

No more forceful confirmation of Bookseller and

to prevent the discharge of the contract in the manner described. As already pointed out by Bookseller and Stationer, the Government can stipulate that the imprint of the Education Department be placed upon the books instead of that of the T. Eaton Co. The Education Department also has power to take over the distribution of the books. By requiring the observance of these clauses in the contract, the Department would greatly modify an evil foreseen by country retailers, and one which is already taking actual form, judging from the manner in which the enquirer's letter was treated.

|                                                                                                                                                                                                                                    |                                                                                   |                                                                                                                                                               |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Delivery Guarantee</b><br><b>2c EXTRA</b> with each order over 50c guarantees safe delivery of your goods if they are to be sent by mail. We will deduct 2c from your remittance for above purpose unless otherwise instructed. | <b>ORDER FORM</b><br><br><b>THE T. EATON CO. LIMITED</b><br><b>TORONTO CANADA</b> | <b>Our Terms are CASH WITH ORDER</b><br>Remit by Express Money Orders, Postal Orders or Bank Drafts.<br>Do not send Cash without registering. It is not safe. |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|

## SHIPPING INSTRUCTIONS

|                                                                                                                          |                       |                                                                    |
|--------------------------------------------------------------------------------------------------------------------------|-----------------------|--------------------------------------------------------------------|
| <b>NAME</b> .....                                                                                                        |                       | <b>DATE</b> ..... <b>190</b> .....                                 |
| <small>(Use Initials and prefix Mr., Mrs. or Miss)</small>                                                               |                       |                                                                    |
| <b>Street Address</b> .....                                                                                              |                       |                                                                    |
| <b>Post Office</b> .....                                                                                                 | <b>Box No.</b> .....  | <b>State exact amount of money enclosed</b><br><br><b>\$</b> ..... |
| <b>County</b> .....                                                                                                      | <b>Province</b> ..... |                                                                    |
| <b>Ship my order to</b> ..... <b>by</b> .....                                                                            |                       |                                                                    |
| <small>Write Mail, Express or Freight</small>                                                                            |                       | <b>Do not write anything in this space</b>                         |
| <b>Shall we ship by Freight instead of Express if cheaper? ANSWER</b> .....                                              |                       |                                                                    |
| <small>If you instruct us to ship free delivery orders by Express we will pay only the amount of freight charges</small> |                       |                                                                    |
| <b>How far is it to your nearest Railway Station? ANSWER</b> .....                                                       |                       |                                                                    |
| <b>If any of the goods ordered are temporarily out of Stock may we send other goods? ANSWER</b> .....                    |                       |                                                                    |
| <b>THIS ORDER IS TAKEN FROM CATALOGUE NO.</b> .....                                                                      |                       |                                                                    |

When writing about or RETURNING GOODS be sure to RETURN THE BILL

**OUR LIBERAL GUARANTEE** — If goods are not satisfactory, tell us the reason why and return them within ten days; we will pay transportation charges both ways and exchange or refund the money. Read paragraph "Exchanging Goods" in General Catalogue Instructions.

| ARTICLE NUMBER                                                                                      | PAGE NO. | Quantity | DESCRIPTION OF GOODS<br><small>(Order each article on a separate line)</small> | COLOR | SIZE | PRICE EACH | DOLLARS | CENTS |
|-----------------------------------------------------------------------------------------------------|----------|----------|--------------------------------------------------------------------------------|-------|------|------------|---------|-------|
| <b>If any amount is due us from last order please enclose with this order</b>                       |          |          |                                                                                |       |      |            |         |       |
| <b>Allowance enclosed for Postage on this Order, or Express or Freight Charges if to be Prepaid</b> |          |          |                                                                                |       |      |            |         |       |

Eaton Mail Order Instructions enclosed with reply to School Book Enquiry.

Stationer's contention that the contract will be employed as an advertising lever for the huge departmental store could have come to light at the present time. It is striking proof that those who let the contract, though properly impelled by the consideration of cheap readers for the schools, entirely overlooked the possibility of unjust application of advantages of enormous value when placed in the hands of such a concern at the T. Eaton Co. Hon. Dr. Pyne, Minister of Education, cannot fail to recognize, in the face of this evidence that it would be only reasonable to the hundreds of retailers throughout the country to take such steps as may be necessary

## School Book Monopoly.

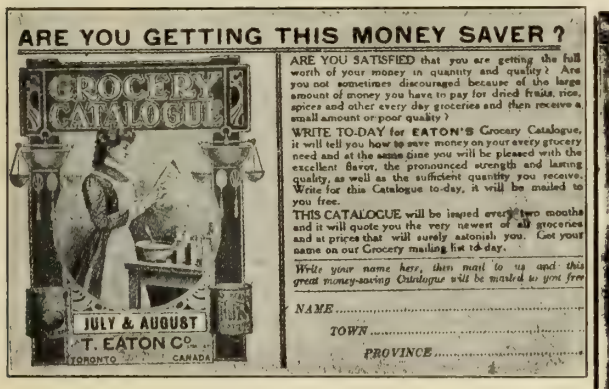
A very considerable number of those newspapers in which the new contract has been commented upon hold that steps should be taken whereby the sale of school books will not become a monopoly. The Hamilton Herald, for example, states, that "it is not only unjust to the retail trade of the province, but also to the general public, to give any one retail firm the power to concentrate the sale of school books in its own hands by making the sale of them by other dealers unprofitable. Evidently that is what may be done under the contract. The Eaton Company has the legal right to refuse to sell books to re-



tail dealers at any but the retail price. Probably it will take advantage of this right. The result will be that retail dealers will be obliged, for the convenience of the public, to sell school readers at a loss, or the people of Ontario will be obliged to buy their readers from the Eaton Company only. Such a condition would entail a great deal of inconvenience. The contract should have stipulated that the contracting firm must sell the readers to the retail trade at a reasonable discount. The objection to the school books being used to advertise the retail business of the Eaton Company is also a sound one. No advertising matter ought to be allowed within the cover of these school books."

#### Patronizing Home Merchants.

Every country newspaper in the province has, from time to time, exhorted its readers to patronize home merchants—the men who pave the streets, who contribute to the maintenance of schools, churches and charitable institutions and who help out the local newspaper by advertising. Yet there are newspapers who see no injustice in this contract, who have not noticed how it will undoubtedly endanger the business of country merchants, and who claim, like the Ridgeway Dominion, which presumably voices the opinion of Phil. Bowyer, M.P.P., for



An Eaton "Money Saver" tip sent to the man who enquired about school books.

West Kent, that the contract is not an advertising coup pulled off by the T. Eaton Co., whereby another means of access to the homes of the people in smaller towns and cities is obtained, thus extending the mail-order business, and cutting in upon the trade of the local mercantile houses.

To those who have not sized up these phases of the matter, Bookseller and Stationer presents this latest proof. Every enquiry, every order, will undoubtedly bring a bunch of Eaton advertising literature. No person is interested in Dr. Pyne's free information to the effect that so-called electric corporations are responsible for the opposition to the contract. This line of talk is rendered somewhat nonsensical when ranged alongside the serious weakness of the contract, and the absolute freedom from political consideration with which the matter has so far been considered. Bookseller and Stationer is entirely ignorant of any such feeling. It feels that it has taken a stand well within its province as a trade newspaper, and that the injustice of the proposition made its duty in the matter imperative. Bookseller and Stationer advocates no course that would detract from the public benefit to which the Department of Education so commendably pledged itself in this matter. At the same time, it strongly disapproves of any action by which a public contract might be employed to the serious disadvantage of a large section of the mercantile community.

#### WHAT ARE FANCY GOODS?

The term fancy goods means a good deal to many of the important merchants throughout Canada, but in the mind of many the term is more or less enshrouded in uncertainty. In so far as the bookseller and stationer has failed to give time, space and attention to this line has he missed yearly a very fine opportunity of "keeping the people coming."

The importance of the trade in Toronto is amply manifest from the fact that some of the largest warehouses in Toronto are devoted to these lines. Probably the largest items in fancy goods are dolls, toys, presentation and toilet articles, gift china, druggists' sundries and tobacconists' requisites.

The dealer to-day who is anxious to impress his customers and prospective adherents with his progressiveness and desire to satisfy cannot afford to pass by the subject of fancy goods without that serious and thorough-going attention that he would apply to more staple lines. The fact is to-day generally recognized that the merchant who satisfies the demand for holiday goods has the best chance to get the attention of the public at all seasons.

#### How to Go About It.

Make up your mind first to give the goods ample space for display. Staple lines which people ask for anyway may well be put out of sight, if necessary, for the two months between October 20th and Christmas. Decide all this before you buy and bear in mind that to get business you must have the goods and to sell them you must show them.

Start with dolls. This popular holiday line is now to be had in such fine assortments and in such taste and beauty that it forms an attraction all fall second to none. Toys are things which should be selected in large variety. Have the assortment and get all the new things and all the popular old staple lines, even if you take smaller quantities of each number.

Science no sooner unfolds a new principle than it is almost simultaneously put into something practical for the children, with its appearance in apparatus for industrial uses. Hence such things as airships, automatic railway signal systems, motors and all manner of useful and scientific appliances for the healthful amusement and certain edification of the juvenile world.

Presentation fancy goods are to be had in a host of new and popular-priced lines. Fancy jewels, pin trays and boxes, inks, frames, scissor and manicure sets, pencil sets, nut crackers, leather folios, dressing cases, and toilet sets are a few important lines under this head.

#### Buy Your Goods Fair Time.

During the Canadian National Exhibition, held between August 30th and September 11, is a sensible and profitable time to buy holiday goods. Wholesalers in Toronto are, at that time, amply prepared in every way to take care of visiting buyers. Stocks are by this time all in and samples well arranged. Besides, every merchant should make it a point to visit the source of supplies as often as possible as many short clearing lines are presented to house buyers that never see the road.

Considering all the facts, therefore, fancy goods, as above exposed, play an important part in the year's business programme. See that you are equipped with the line.

While The Bookseller and Stationer celebrates its 25th anniversary this year, its British contemporary, the *Minister Journal of London*, celebrates its 75th anniversary as a weekly technical paper. We reciprocate the good wishes expressed by the *Journal*.





### CALGARY'S YOUNGEST BOOKSELLER A. E. Pearson has had a Successful Career — Does a Good Business in Post Cards and Wall Paper.

Among the young men of Ontario who have gone west and succeeded in the book and stationery trade is A. E. Pearson, who is the youngest proprietor in that line of business in the thriving Alberta city of Calgary which now boasts of a population of 30,000. Mr. Pearson not only has unbounded faith in his city but in the calling in which he is engaged. He began his career by delivering papers for C. L. Nelles, of Guelph, and, so steady was his advancement, that in a comparatively short time he became manager of the store. He remained with Mr. Nelles eight years and then set out for the prairie province of Manitoba. He spent four years with E. I. Christie, of Brandon, when he went to Vancouver. He was engaged with the Thomson Stationery Company and Clarke & Stuart on the coast. He was later manager for Linton Brothers, of Calgary.

Three years ago he embarked in business for himself. He has built up a large trade by specializing in certain lines and devoting attention to every department of the store. His stock is well kept, admirably arranged and representative in every respect. Mr. Pearson devotes particular attention to wall paper, picture post cards and technical books. He considers wall paper one of the most profitable and attractive portions of his stock and the range of patterns that he carries is not surpassed by any

in the west. If correctly managed and properly handled, he believes there is no reason why wall paper should not yield a handsome margin on the investment. In picture post cards he has over three hundred views of Calgary and vicinity as well as many scenes which are distinctly western, portraying the life of the settler, the rancher, the cowboy, the Mounted Police and the Indian in every phase of progress and daily pursuit. Mr. Pearson has also views of every important city in the world. He does not find the demand for picture cards of the better kind diminishing, and so satisfactory has been his experience that he has disposed of as many as one hundred thousand cards in three months. The views are all neatly and artistically arranged and form a striking feature of the interior decoration of his establishment.

Another line, which Mr. Pearson is pushing, is technical books, his motto being that he has a work on anything you want to know. Recently he made a display of technical books with the result that he sold \$200 worth in one week. He keeps a staff of five. He looks after office supplies and has many accounts in that line both in and out of the city. His stock, which represents about \$18,000, comprises, besides the regular lines, toys, games, sporting goods, fancy goods, musical supplies, china and fancy ware, drawing materials and souvenirs. The different goods are well arranged, method and system being evidenced on all sides. Mr. Pearson is an enthusiast and imparts his energy and aggressive spirit in all branches of his progressive store. He is a firm advocate of effective window dressing.



## ACTIVITIES AT THE CAPITAL—BUSINESS Moving Slowly—Big Order for Public Library—Best Sellers for July—School Book Question Shelved.

Ottawa, Aug. 10.—Business moves slowly along this hot weather and there is a good demand for souvenir postal cards by the tourists visiting the city. At the present date the I.O.O.F. are in convention and the bookstores are experiencing an especially brisk demand for postals.

According to the new directory there are about twenty book and stationery stores in the capital. Ottawans should experience little difficulty in procuring reading matter.

The Eaton school book question seems to have been given up as a useless and hopeless task, as far as the Ottawa booksellers are concerned. A few of the books will be carried by some of them, but others are of opinion that it would be a good move not to handle them at all.

J. B. Fotheringham has gone on a fishing expedition up the Gatineau district and some good stories of the finny folk may be expected on his return.

At the last meeting of the Library Board approval was given for a list of nearly 2,000 new books to be ordered this fall. In connection with the public library some discussion has been caused owing to the books being sent to England for binding, instead of being given to local or Canadian firms. Mr. Burpee states that the books are sent to England because there are no Canadian firms that do as satisfactory library binding as the English binders, Chivers. The works of fiction and children's books are all bound by this firm and the binding gives excellent service. Besides the quality of binding being better, the prices are also lower than those obtainable in Canada.

The new books on the tables are, "Spies of the Kaiser," by Le Queux; "The Bride of the Mistletoe," by James Lane Allen; "The Veil," by E. S. Stevens; "Antonio," by Ernest Oldmeadow; "Sebastian," by Danby, and "A Certain Rich Man," by William Allen White.

The best sellers reported are, "The White Sister," Crawford; "Marriage a la Mode," Ward; "Septimus," Locke; "Trail of the Lonesome Pine," Fox; "The Chip-pendales," Grant.

### TUCK & SONS' GAIN IN CANADA.

The eighth annual ordinary meeting of Raphael Tuck & Sons, Limited, was held in London on July 8th, with Adolph Tuck, chairman of the company, presiding.

In the course of his address, the chairman pointed out that owing to the poor state of trade in Great Britain during 1908, when there were decreases of many millions in both exports and imports, the company had been compelled to reduce their dividend from six to five per cent.

### Gains in the Colonies.

"One satisfactory feature however shown in the detailed results of our accounts," said Mr. Tuck, "is the circumstance that, although one or two departments have held their own, the falling off in turnover and profits is fairly distributed over the other departments of the business, thus affording conclusive proof that there is no inherent weakness or decay in any individual department, but that it is the poor state of trade in general, leading to decreased buying powers on the part of the public, which is in the main responsible. Another reassuring fea-

ture I have to record is that it is practically the home trade alone which is responsible for our setback. With the single exception of South Africa, which, despite its gold mine boom, makes but slow recovery from the trade stagnation since the war, our overseas trade has actually shown an advance during the past year, while our trade in European countries also shows an increase, the one exception being France, the setback there, however, being more than made up by the advance in our German trade."

### 4,000 New Designs.

"I am glad to be able to assert without fear of challenge that at no time in the history of the firm have Tuck's Christmas and New Year cards occupied a higher plane than they do at the present moment, and this in every part of the world. If the opinion of the trade and the entire trade press, without exception, counts for anything, the magnificent collection of upwards of 1,000 designs we have placed upon the market this year exhibits a far greater than the ordinary year's advance over every one of its predecessors. This splendid collection is appro-



A. E. PEARSON

Bookseller and Stationer, Calgary.

riately ushered in in six bulky sample books under the title "Ring in the New," the keynote being the adaptation of real metal bells with bell-ropes dangling ready to ring a peal, in place of the ordinary ribbon, these being attached to seasonable cards specially designed for this highly realistic series. The ingenious device, protected by registration, with patents duly applied for, gives these bell cards an ideal Christmassy appearance, and is meeting with a splendid reception by the trade. Our Royal collection of cards this year contains an entirely new series after the originals which we again had the honor of painting for the various royal houses who granted us their gracious permission to reproduce their Royal Christmas cards last year, this unique honor being again accorded us this year, and also for the first time by Their Imperial Majesties, the Emperor and Empress of Russia and Their Majesties the King and Queen of Italy."

Mr. Tuck then dealt with the other departments and concluded with an exposition of the company's finances.

The adoption of the report was seconded by Sir Arthur Conan Doyle, the author, who is a director of the company.

**THE MUSIC DEPARTMENT.**

The sale of sheet music quieted down a little during the month of July, as the public were more or less on their vacations and the theatres were closed. However, starting with the second week of the month the principal theatres will be running in full swing again and then the sale of popular songs will once more reach its former level.

"Renick" has two good songs in "Dublin Daisies" by Percy Wenrich and "Honey on our Honeymoon" by Jerome and Schwartz. Three other good instrumental pieces published by this firm are "Love Watches" by Geo. Botsford, "Love's Serenade" by Neil Moret and "Lily Eyes" by Charlotte Blake.

Charles L. Johnston has a good number in "Fairy Kisses." The piece is published by Chas. L. Johnston, Kansas City, N.D.

"Shapiro" has three pleasing numbers in "Save all Your Kisses for Me," by Billy Guston; "Then We'll Waltz, Waltz, Waltz," by Wm. A. Murchison; and "Rip Van Winkle was a Lucky Man, but Adam had Him beat a Mile," by Burris and Smith. In instrumentals, "Oh you Devil," by F. T. Dabney; and "The Boulevard Glide," by M. Gideon should sell well when they get started.

**GOOD PROSPECTS HERE.**

Winchester, August 5.—Vacation time is about through in this section of the country. Schools open in rural districts very early and we are about prepared for a brisk trade at an early date in school supplies. A few days more of this beautiful weather will ensure abundant crops and the almost certain results will be a brisk demand for books and stationery.

**FORT WILLIAM ACTIVITIES.**

Fort William, Aug. 4.—Booksellers and stationers in Fort William are not as busy as usual just now. A great many people are on their holidays and business is somewhat quiet. Generally speaking, though, the trade is fairly good.

There has been a big sale of all reading matter lately and especially paper-covered books. There is also a big sale of well bound books and recent copyrights.

The Post-card trade is good and local views, as usual, are the big sellers. Souvenirs are also selling well.

George Stewart, representing Henry Frowde, was in town last week, closing orders for the new English Church Hymnals. We believe he received large orders in Fort William.

Marion Keith passed through here the other day for the West on her honeymoon.

**VACATION TIME BEING ENJOYED BY THE TRADE.**

(Concluded from page 24.)

W. J. Gage, president of W. J. Gage & Company, Toronto, left on August 5 for a three month's trip to Australia and Japan. While away, he will in his capacity of vice-president of the Toronto Board of Trade represent that body at the convention of Chambers of Commerce of the Empire at Sydney.

George Spence, vice-president of W. J. Gage & Co., Toronto, is spending the summer at his cottage at Port Carling, Lake Muskoka.

H. H. McKague, northern Ontario traveler for W. J. Gage & Co., spent his vacation in the Muskoka district.

W. E. Buck, eastern Ontario man for W. J. Gage & Co., goes for his holiday to Stoney Lake.

George Moore, Parry Sound, spent his vacation with his wife and family camping on Wenonah Island, Georgian Bay, near Parry Sound. He had an enjoyable time and caught some fine fish.

O. Garnet Smith, of R. O. Smith & Co., Orillia, spent a week's vacation on an island near Parry Sound.

R. O. Smith, of R. O. Smith & Co., Orillia, spent a week at the summer home of James Ryrie, of Toronto, near Oakville and another week at Orchard Point Inn on Lake Simcoe.

F. A. Symons, representative in the maritime provinces of W. J. Gage & Co., came to Toronto to enjoy his holiday.

John F. Sifton, London, spent his usual two week's holidays at Bayfield, Ontario, and had a very pleasant time. He found the bass fishing not quite as good this year as last. It was hard work getting the limit of ten a day, when last year he could catch that many in a couple of hours. The largest fish caught weighed 4½ pounds.

A. O. Hurst, Canadian representative of Charles Goodall & Sons Co., spends every spare moment of his time on the bowling green. He is one of the crack skips of the Canada Lawn Bowling Club of Toronto, defenders of the Goodall Trophy.

W. J. Slater, Church Book Room, Toronto, takes a day or so off whenever opportunity offers. He went for Civic Holiday to the Y.M.C.A. camp at Couchiching, Lake Simcoe.

William Tyrrell of Tyrrell & Co., Toronto, summered this year in the Lake of Bays district.

John A. Hart, Winnipeg, spent a month with his father in Perth, Ontario.

E. B. Schell, Alliston, an enthusiastic sportsman, spends his vacation near Bala in the Muskoka District, where he has a fine cottage.

A. H. Jarvis, Ottawa, took the most novel vacation of all and got a thorough rest at the Rest Cottage Sanitorium in Toronto.

Thomas Allen of McLeod & Allen, Toronto, has bought an estate on the banks of the Credit River, Toronto, where he has put up a bungalow. He spent his vacation in cutting down trees to improve the view.

Gordon Watts, of the traveling staff of W. J. Gage & Co., Toronto, put in his vacation days at Sparrow Lake.

M. G. Hay and Mrs. Hay, St. Thomas are doing the grand tour of Europe. Latest advices received from Cork, Ireland, tell of an enjoyable time.

F. C. Cubitt, Peterboro, is spending a few days in the Muskoka district.

R. A. J. Little, St. Thomas, spent his holidays bass fishing at Long Point with excellent results.

N. A. Sinclair, of Warwick Bros. & Rutter, Toronto, spent his vacation at Buckhorn in the Kawartha Lakes District.

A. F. Rutter, of Warwick Bros. & Rutter, Toronto, is the proud possessor of a fine country residence on Scarborough Heights, from whence he enjoys the scenery.



# What Manufacturers and Jobbers Offer

More About School Lines—Loose Leaf Note Books—Interesting Thermometer Case—New Adjustable Clip—Wicker Goods for the Holiday Trade.

## New Blackboard Crayons.

Blackboard crayons which teachers will be delighted with and find economical, are the "Copp, Clark Semi-Dustless," made both in plain white and yellow enamel. Their durability makes them cheaper than the common crayon. They will not scratch nor glaze the board and being semi-dustless save the throats of pupils and teachers from injury. They do not soil the hands and clothing. They make a firm, clean mark. Their shape and size are such as to make them perfectly efficient for rapid and skilful work, and in teaching penmanship and drawing



will shade from heavy to hair lines perfectly. These crayons are made according to a formula originated by expert teachers and crayon manufacturers with a view to producing a moderate priced crayon that will give superior results. They are now in use in New York, Chicago and other important American centres, and have only to be known to become appreciated, because of exclusive features embodied in their manufacture that are not found in an ordinary crayon. They are made in three grades: "Hard," "Medium," "Soft."

## Wicker Goods.

Fancy scrap baskets, wall racks, paper holders and magazine stands, made in various shapes and finishes, are included in a line of wicker goods being shown for the holiday trade by Buntin, Gillies & Co. These are always in demand during the summer season. A descriptive circular showing the different lines will be sent on request.



## New Catalogue.

W. J. Gage & Co. have just issued their second new catalogue this season, which has just been sent out to the trade. This is catalogue No. 3 of stationery sundries and is right up to date with all that is latest and best of this class of stationers' goods. If you have not received your copy, a post-card will bring it.

## CRAYOGRAPH CRAYONS.

Since their introduction on the Canadian market a few months ago the Crayograph Crayons, made by the American Crayon Co. have taken hold splendidly. The trade have come to realize that here is something new and good, with qualities that put them in a class apart. Their novelty coupled with their superior quality render them saleable everywhere and at school opening time they should be in every dealer's hands.

## Rubber Sponges.

The Brown Brothers Limited have just added to their stock lines a specially made round rubber sponge for use in sponge cups. The rubber sponge is meeting with much favor now for this particular use, as it is much more sanitary than the ordinary article, and practically indestructible.

## Spencerian Pen Case.

Buntin, Gillies & Co., Limited, are now selling Spencerian pens in glass-top display case, which contains the following assortment: 1 gross No. 1, extra fine; 1/4 gross No. 2, fine; 1/4 gross No. 3, medium fine; 1/2 gross No. 38, stiff and smooth; 1/2 gross No. 39, medium stub; 1/2 gross No. 40, medium fine. The pens are sold at the regular price, no charge being made for the case, which not only displays the pens to advantage, but also keeps them clean and free from dust.



## Pen Circulars Ready.

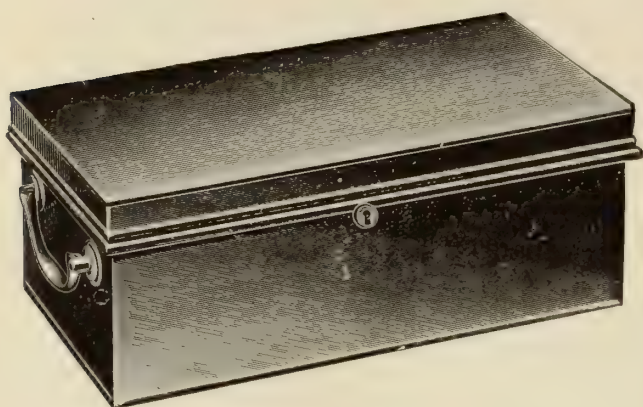
The Copp, Clark Co. are issuing two attractive pen circulars. One describes their line of four varieties of stylographic pens: The Varsity, The Busy Man's, The Black Baby, The C.C.C. Pocket Stylo. The other brings out in a most comprehensive way the exclusive features of the National Fountain Pens. Both should prove sure and satisfactory sellers of the articles they describe. Copies of both are being mailed to the trade, but should any one be accidentally overlooked a card to the firm will immediately bring one.

**Scotch Plaid Notepaper.**

The Copp, Clark Co. are bringing out something exceptional in the form of a Scotch Plaid line of papeterie, note and envelopes, and tablets. The tablets will be produced in three sizes, viz: large octavo, large quarto, and salisbury with fly leaf. The papeterie boxes are to be worked in an attractive design composed of Scotch Thistle, Lion of Scotland, and Tartan effects. The paper and envelopes have a linen finish with the Scotch plaid shown in watermarked outline.

**Deed Boxes.**

The Brown Brothers Limited are showing a very strong line of English sheet steel deed boxes. These come in seven sizes, and well finished, and have strong lever locks fitted with flat keys.



**New Loose Leaf Note Books.**

W. J. Gage & Co. have just brought out and patented three more lines of students' loose leaf note books. The Twin Ring is made in two 4to sizes, supplied with 100 sheet fillers, ruled faint and margin on both sides. The mechanism is two rings which open at the same time with a slight pull on either and are closed by a pressure on either. The Twin Ring books are bound in extra quality black cloth and can be retailed at prices which will make them popular with students and scholars.

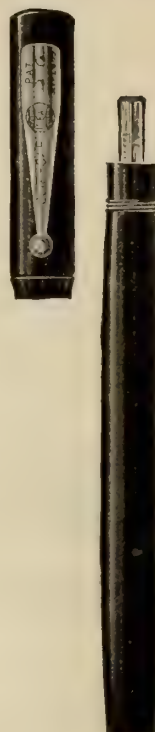
The same firm have in addition to the Centric and Twin Ring series of loose leaf note books also just brought out two other new note books of a different style, the Science note book and Composition note book. These are made in the Secure-Tie series. This new patented binding device will hold equally securely either a few or many loose leaf sheets. The fillers of the Science note books are made of good paper, ruled accurately in five millimetre squares with red margin all round, and also contain heavy colored sheets, having printed on them the titles of the different subjects. These colored sheets can be inserted any where desired. This book also includes printed sheets of instructions in botany, entomology and other subjects in the science course.

The Composition note book, which is also made in the Secure-Tie binding, is oblong in form, and will hold few or many sheets as desired. The fillers are ruled specially for composition purposes, and the book contains printed sheets of instructions and suggestions. The Science and Composition note books are both bound in strong grey canvas and are very durable. The prices are very reasonable, and they will have no doubt a large sale, as they are required for subjects to which much attention is now given in the schools.

**"Lewpen" Thermometer Case.**

The new "Lewpen" Thermometer Case is designed as a special convenience for doctors and nurses, everyone of whom finds constant use for a clinical thermometer. The case is of the proper size; made from the best and strongest Para rubber, vulcanized and highly polished. The cap screws on to the holder, and attached to the cap is the famous Clip-Cap, which holds the case securely in the pocket, or to the belt or waist, always ready for use. The case being made of hard rubber cannot be crushed or dented. Being perfectly smooth and free from corrugations, which are used in metal cases, to stiffen them, it is perfectly cleanly as its smooth surface tends to keep polished and clean by friction. It is not subject to oxidation, hence it does not discolor. It is not affected by acids which are prevalent in the sick-room. The Clip-Cap also prevents the case from rolling off of a table or any slanting surface. In the words of G. F. Payne, Dean of the Atlanta College of Pharmacy, "It is certainly the most excellent case for the purpose."

The L. E. Waterman Co., the makers, put them up in cartons of one dozen. The retail price is \$1.00 each.



**Mercantile Adjustable Clip.**

L. E. Waterman Co. have recently brought out a new style adjustable clip, as illustrated, for fountain pens and pencils. There is a large and increasing demand, in all sections, for a clip of this kind, which can be fully satisfied with this new style. The Mercantile Adjustable Clip is made from spring metal, in two sizes—No. 1 for pencils and taper cap pens; No. 4 for various sizes of cone cap pens. The great advantage of this clip over any other adjustable device of the kind is the pear-shaped gripper, which, being pointed (pear-shape), permits the clip to slip over the edge of the pocket in the easiest manner, then takes a firm hold and allows of removal only by just the correct amount of pull that should be necessary. Price \$7.20 per gross, less 40 per cent. trade discount. Each three dozen, mounted on an attractively printed and embossed easel display card, as illustrated. This clip has added to the practicability of the constant use of the fountain pen, and made the superior qualities of the high-priced pencils more attractive since they can now be used without fear of loss, which has heretofore given cheap pencils the preference. We suggest that each dealer, upon displaying this card, will find a ready and constant sale for the clip.



**EQUAL TO IT.**

"All the latest popular novels!" sang out the train boy. Then, holding out a copy of "The Guest of Quesnay" to a prosperous looking passenger, he urged: "Buy Booth Tarkington's latest work, sir?"

The man looked annoyed.

"No! I am Booth Tarkington himself."

"Then buy a copy of 'Three Weeks.' " persisted the boy. You ain't Elinor Glyn, too, are you?"—Everybody's Magazine.



**PERSONAL ITEMS.**

G. R. Sparks, representing A. C. McClurg & Co., Chicago, was quartered at the King Edward Hotel, Toronto, for some time last month.

The book and stationery business of J. J. Mackay & Co., New Westminster, B.C., has been purchased by Todhunter & Burr. T. Todhunter, the senior member of the firm, was formerly in Portage la Prairie, Man. W. Burr, the junior partner, was connected with the business previously.

H. W. B. Douglas, president of the Douglas Co., Edmonton, was in Toronto recently for a few days. He called on The Bookseller and Stationer and reported that business was showing steady improvement in the west. His firm are about to move their printing plant into new and larger premises.

The value of their exhibit at the National Exhibition last year was so apparent, that Cassell & Co. have arranged for double the space this year. The exhibit will once more take the appropriate form of a mediaeval castle. From this fortress of good literature, thousands of sample copies of the firm's periodicals will be handed out.

R. H. Baxter, who was for twenty years connected with A. A. Weeks Mfg. Co., has gone into the manufacturers' agency business in the United States, having opened an office at 320 Broadway, New York. He represents Moore's non-leakable fountain pens; Acme Staple Co.; W. A. Switzer; C. Howard Hunt Pen Co.'s clips; Richards Tag Co.; Wm. Allen & Co., calendars; Burgoyne Co.'s Christmas cards; Grausam & Sacks' stationery racks and Spiro Mfg. Co.'s files.

The book departments of the McGraw Publishing Company and the Hill Publishing Company have consolidated under the corporate name of the McGraw-Hill Book Company with offices at 239 West 39th Street, New York. This consolidation brings together two of the most active publishers of technical books in the country. The new company takes over the book departments of both houses with a list of about 250 titles, both industrial and college text books, covering all lines of engineering. It will con-

tinue as well the retail, importing and jobbing business of the two houses.

**AN INTERESTING LIST.**

G. R. Sparks, of A. C. McClurg & Co., Chicago, who was recently in Canada, gave Bookseller and Stationer an opportunity to look over some advance copies of the fall books to be issued by his house. The publishers have gathered together an interesting collection of books, covering a wide range of subjects.

In fiction they are issuing a new novel by Randall Parrish, entitled "My Lady of the South," which will stand in contrast with that writer's earlier book, "My Lady of the North." A western story "The Homesteaders" by Kate and Virgil D. Boyles, and a business story "The Dominant Dollar" by Will Lillibridge, will interest two classes of readers. Other titles are "The Yellow Circle" by Charles E. Walk and "A Volunteer with Pike" by Robert Ames Bennet.

Under the head of travel and description there is "The Panama Canal: its History, its Making and its Future" by John George Leigh, "Motoring in the Balkans" by Frances K. Hutchinson, "The Bretons at Home" by Frances M. Gostling, "Letters from France and Italy" by Arthur Guthrie and "The Romance of Northumberland" by A. G. Bradley.

In biography and history they publish "Cyrus Hall McCormack" by Herbert N. Casson, "Stephen A. Douglas" by Clark E. Carr, "Something of Men I have Known" by Adlai E. Stevenson, etc.

In general literature their list includes "Men and Manners of Old Florence" by Dr. Guido Biagi, "Shakespeare's Love Story" by Anna B. McMahan, "Making the Best of our Children" by Mary Wood Allen, M.D., "A Mother's List of Books for Children" by Gertrude W. Arnold, etc.

They have also arranged for a good list of juveniles for boys and girls, including "Donkey John of the Toy Valley" by Margaret W. Morley, "The House on the North Shore" by Marion Foster Washburne, "The Short-Stop" by Zane Grey, "The Silver Canoe" by Henry G. Hunting, "Sure-Dart" by Frederick B. Costello, etc.

# STUDYING THE WANTS

of the times has been one of our methods, and we shall endeavor to continue to follow Fashion's demands. Hurd's papers are the wanted kind, and are unequalled anywhere. We know the goods we manufacture can be relied upon at all times for quality, style and salableness, and it is the experience of all dealers handling good goods. From the sale of Ribbed Fabric, Herring Bone, and Ottoman they are much wanted goods, for the orders are far exceeding our expectations. Send for samples.

The Goodall playing cards are the standard of England, and are much in demand in America in the better class stores. There will be some new numbers for the Fall. We shall be glad to send samples.

**GEO. B. HURD & CO.**

**Fine Paper Makers**

**425 & 427 Broome Street, New York, U. S. A.**





# Condensed or "Want" Advertisements

The "Want Ad." gets work for workers and workers for work. It gets clerks for employers and finds employers for clerks. It brings together buyer and seller and enables them to do business, though they may be thousands of miles apart. It helps booksellers and stationers to clear their shelves of unsaleable stock. It enables them to get out-of-print books. In brief it is invaluable.

## BUSINESS FOR SALE

**FOR SALE**—The book, stationery, fancy goods and wall paper business conducted by A. H. Stratton & Co., Peterborough, established over fifteen years; most up-to-date and best stocked store of its kind in Canada, and in a live, growing and progressive city. Easy terms to right man as Mr. Stratton is retiring from business. For all particulars address A. H. Stratton & Co., Peterborough. (9)

## PERIODICALS.

**KEEP POSTED**—The leading authority in Canada on groceries and food products is **THE CANADIAN GROCER**. Important trade conditions generally discussed every week. Price \$2 per year.

**THE BUSY MAN'S MAGAZINE** is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. **BUSY MAN'S** is on sale at all newsstands. Better still, send \$2 for one year's subscription. Mail it to-day. **THE BUSY MAN'S MAGAZINE**, Toronto.

**THE** market reports make **HARDWARE AND METAL** a necessity to every hardware merchant, paint and oil dealer in Canada. It is mailed every Friday. Subscription price \$2 per year. Address **HARDWARE AND METAL**, Montreal, Toronto or Winnipeg.

## BOOKS FOR SALE.

*How to dispose of shop-worn or unsaleable books is the problem of many a bookseller. Try an advertisement under this heading.*

**AUTHORS, WHO PUBLISH THEIR OWN** books will find the **BOOKSELLER AND STATIONER** a good medium through which to interest the trade in their publications.

**FIVE THOUSAND FACTS ABOUT CANADA.** Wonderful 25 cent book and a good seller. Canadian Facts Publishing Co., 667 Spadina Avenue, Toronto. (9)

## MAPS, GLOBES AND ATLASES.

**C. S. HAMMOND & CO.**, 142 Fulton St., New York, Atlases, School Maps, Road Maps, Globes. (11-09)

## BOOK PLATES (EX LIBRIS)

**ROBERT SNEIDER CO.**, 143-145 FULTON St., New York. Designers and engravers of book plates (ex-libris) heraldic and monogram dies, pearl inlaid stamping, for stationery. (12-09)

## BOOKS ON HORSES, CATTLE, &c.

**WILLIAM R. JENKINS CO.**, 851 and 853 Sixth Ave. (cor. 48th Street), New York. The literature of the world concerning horses, cattle, dogs, &c. [8-09]

## BOOKS WANTED.

*How to secure a copy of an out-of-print book or magazine may sometimes puzzle. Try this solution.*

**BOOKSELLERS HAVING IN STOCK** copies of books dealing with the early history of Ontario towns or counties are asked to communicate with "Historian," Box 77, **BOOKSELLER AND STATIONER**. [12]

## BOOKS IN FOREIGN LANGUAGES

**LEMCKE & BUECHNER**, 11 EAST 17TH St., New York. (All foreign books.) (12-09)

**LEMCKE & BUECHNER**, 11 East 17th St., New York. Best facilities for supplying books in all languages.

**WILLIAM R. JENKINS CO.**, 851 and 853 Sixth Ave. (cor. 48th Street), New York. French and other foreign languages. (8-09)

## AGENTS WANTED.

*This is the problem of many English and American manufacturers and publishers. Why not use an Ad. under this heading?*

**AGENTS WANTED** for sale of Christmas cards (private greeting and loose autograph) by leading English manufacturers. No risk. Good profits. Samples free. Midland Publishing Co., Leamington, England. (8)

**A FIRM** of Bavarian pencil manufacturers are desirous of securing agents in Canada. Address Box 209, **BOOKSELLER AND STATIONER**, Toronto. (tf)

**MANUFACTURERS** of high grade ribbons and carbon papers of every description seek buying agents of good standing. Firms having a connection amongst the trade preferred. Letters from principals only to be addressed to "Carbon," care **BOOKSELLER AND STATIONER**, 88 Fleet St rect, London, Eng.

**MEN** selling on commission, or men whose time is not fully employed, should become our agents. The Canadian Grocer, Dry Goods Review, Hardware and Metal, Printer and Publisher, Bookseller and Stationer, Plumber and Steamfitter, Canadian Machinery and Power House are all well known and highly regarded trade papers with a large circulation throughout Canada, United States and Great Britain. The circulation must be maintained and increased. We pay large commissions to men who push for new subscribers. If you can do anything in this way write the Circulation Department, giving references. The MacLean Publishing Co., Toronto.

**WANTED**—A firm of wholesale agents in Cape Town wish to communicate with Canadian dealers in art calendars. Box 210, **BOOKSELLER AND STATIONER**. (tf)

**WANTED**—INDUSTRIAL AGENT for thriving western town. Must be a capable organizer, able to inspire big commercial ventures and to write literature that will attract attention. A newspaper man would be preferred, but only high class applications will be considered. Salary \$2,500 to start, \$3,000 second year, and there is practically no limit to the money provided the man can "make good." Answer in confidence, "G.H.," care the MacLean Publishing Co., Montreal.

**WANTED**—Ontario travelers calling on stationery trade to handle profitable side-line on commission. Box 215, **BOOKSELLER AND STATIONER**, Toronto. (8)

## AGENTS WANTED.

**WANTED**—Wholesale stationery house to handle Lindsay Perfect Mucilage Bottle for Western Provinces. Also Quebec Province. Box 216, **BOOKSELLER AND STATIONER**, Toronto. (8)

**WANTED**—in every town and village, a representative to take charge of the circulation of our various publications:—Hardware and Metal, Canadian Grocer, Financial Post, Plumber and Steamfitter, Dry Goods Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery, and Busy Man's Magazine. Good financial standing and business connection a strong recommendation. Just the position for a retired business man for his spare time. The **MACLEAN PUBLISHING COMPANY Limited**, Toronto. (t.f.)

## MISCELLANEOUS

**ELLIOTT-FISHER** Standard Writing-Adding Machines make toil easier. Elliott-Fisher Limited, 513 No. 83 Craig St. W., Montreal, and 129 Bay St., Toronto.

**KEEP AN ACCURATE ACCOUNT** of your employees' time. The **BUNDY AUTOGRAPH TIME RECORDER** is the ideal Time Recorder for retail merchants. It is the only machine where one employee cannot register for another, as each employee signs his name and the employer knows the signatures of his men. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for illustrated catalog. **INTERNATIONAL TIME RECORDING CO. OF CANADA, Limited**. Office and factory 13 Alice Street, Toronto. (tf)

**SAVE 50% OF THE COST OF HANDLING** merchandise by installing a Beath System of Overhead Carriers. Saves valuable floor space because the trackage is on the ceiling, and greatly facilitates the loading of cars, drays, etc., and for handling goods in and about the warehouse and factory reduces the cost of labor because far less warehouse help is required. Systems for all kinds of businesses, large or small. Write us for illustrated catalog. **W. D. Beath & Son**, 193 Ter-auley St., Toronto. (tf)

**THE PERRY PICTURES**—EXTENSIVELY advertised. Millions sold. Very popular. Every one should have them. Send 4 cents in stamps for illustrated catalogue and prices to the trade. The Perry Pictures Co., Box 440, Malden, Mass. (2-10)

**WANTED**—A splendid opportunity for dealers to handle the best combination Duplicating, Addressing and Office Printing Machine on the market. Exclusive territory. Send name and address, giving occupation and references, to the Canadian Writerpress Company, Ltd., 33 John St., Hamilton, Ont.

## DIARIES

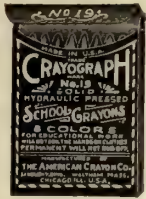
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## INFORMATION WANTED.

**THE EDITOR OF THE BOOKSELLER AND STATIONER** desires to be kept posted on the publication of all new books and magazines in the Dominion of Canada. Readers will confer a favor by acquainting him of any omissions from the lists published each month.



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London, July 10.—After a lapse of fifteen years the annual wayzgoose was revived by Cassell & Co. to-day, the occasion being celebrated by a dinner at the Royal Concert Hall, St. Leonards, when about 400 employees sat down. The general manager, Arthur Spurgeon, occupied the chair. In replying to the toast of the firm, he made some interesting statements. He showed that the wages bill of Cassell & Co. was in the neighborhood of £100,000 per annum; that during the past year £1,000 had been spent in improving the sanitary arrangements of the house. He also mentioned that only two per cent. of the novels sent to the house were accepted for publication. It is just 60 years ago since the firm was founded by John Cassell.

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# PRESIDENT TAFT'S GOOD EXAMPLE

By  
A. B. LEVER

**P**RESIDENT TAFT of the United States believes in trade newspapers. He is such a thorough believer that when he wanted to make an announcement of particular interest to business men of the United States he selected a business man's paper as his medium. It was one of the first acts of his administration.

This is the era of the trade newspaper. At any rate it is the dawn of the era.

Business men the world over are gradually coming to recognize the fact that if they want to reach firms in their own particular line of business the best and most direct method is through the columns of the trade newspaper devoted to their particular interests.

Manufacturers and wholesalers who do not recognize this fact are obviously behind the times. Those who do not catch up are likely to be overtaken and lapped by their more progressive competitors.

This is an age of progressive business methods and those who are not progressive in advertising are like those who prefer to travel by the old fashioned ox team instead of by the swiftly moving express.

Surely if Mr. Taft from his presidential chair is awake to the importance of addressing business men through the columns of a trade publication, manufacturers and wholesalers should not be less awake to their opportunities.

Just as a well aimed rifle carries the bullet to the bull's eye, so the trade newspaper carries the announcement of the manufacturer and wholesaler direct to the customer whom they desire to reach.

No manufacturer or wholesaler can carry on an effective advertising campaign that does not include the use of the trade newspaper.

# Arthur Stringer and His Views on Literature and Life

The Rising Young Novelist tells Some of his Experiences — His Charming Home on Lake Erie — How he Works and Plays.

"Do you still count yourself a Canadian?"

"Of course! Why not?"

"Would you advise any ambitious young Canadian to go to New York?"

"Yes, if you can come back and spend seven months of the year in Canada. Otherwise you will be de-nationalized,—a man without a home. In New York you may get ten cents a word for the product of your pen but you will pay one hundred dollars a month for a roof over your head, and what's the gain?"



MRS. ARTHUR STRINGER

The dark object on the left is her two-year old thoroughbred jersey.

So declared Arthur Stringer, poet and novelist—the man who severely scored newspaper and magazine editors before the Literature Section of the Women's Congress in Toronto a few weeks ago as we sat and chatted for an hour or more in his comfortable sitting room at the King Edward hotel.

Tall, lithe and erect, his is a figure of commanding presence. Ten years ago Arthur Stringer was unknown beyond the boundaries of his native county of Kent, Ontario. To-day his name in the literary world is dangerously near the top. The causes that have contributed to his splendid success as a litterateur are many but the salient one is genius—the capacity to master things and to carry them to a logical conclusion. Then he has energy, ambition and a cheerful optimism. His outlook is broad and his experiences have added to his general equipment, for he has been a great traveler.

This gifted Canadian writer is handsome enough for a matinee idol. His strong shoulders, piercing black eyes, curly raven hair and sun burned complexion would attract attention in any gathering. Big of frame and supple of movement, every action of the noted author silently proclaims that he is a lover of the open air and woos nature in her various moods. On the platform he is bashful, unconventional and nervous but terribly in earnest, in private conversation he is brilliant, witty and epigrammatic.

Mr. Stringer lives five months of every year abroad or in New York city and the remaining seven months he spends at his rustic home at Cedar Springs, Ontario, fifteen miles from Chatham, the place of his birth. His grounds, comprising sixteen acres, abut the waters of Lake Erie and, of the Great Canadian Lakes, the poet has sung frequently.

There is a magnificent bathing beach on the shore. His cosy, comfortable home is situated on a bluff about fifty feet high and surrounded by a garden that is a dream of delight. Fruit and flowers abound on all sides and here the poet spends many of his most joyous hours. The atmosphere is suggestive of rest, peace, happiness and freedom.

To Arthur Stringer there is no spot on earth quite so attractive and congenial as that washed by Lake Erie. He has never been able to tear himself entirely away from the home of his early youth for an extended period. He cannot dissociate himself from home environment. He was educated at Chatham, the London Collegiate Institute, Wycliffe College and Toronto University. Shortly after he began his literary career, although during his student days, he contributed a number of prose studies to the Varsity and some of his lyrics appeared in The Week. To-day the author of the "Gun-Runner," "The Wire Tappers," "Phantom Wires," "The Silver Poppy," "The Under Groove" and other popular and widely read works commands the highest price for his stories and is invited by the most exclusive literary publications of America to contribute to their pages. There have flowed from his facile pen stories of child life, dramatic productions and lyrics that have helped to make Mr. Stringer almost as celebrated a poet as he is a novelist. His first volume was entitled "Watchers of Twilight" and his second published a year later was called "Pauline and Other Poems." Both are now out of print. His most widely



"SHADOW-LAWN"

The charming summer home of the novelist at Cedar Springs, Ontario

known edition of verse is "The Woman in the Rain and Other Poems"—dramatic and lyric.

After leaving Toronto Mr. Stringer journeyed to the Canadian Northwest and then went to England to take



a course of study in Oxford University. He wrote a series of delightful descriptive articles on the life and classic associations at this ancient seat of learning and next spent some months on a continental pilgrimage. Shortly after his return to Canada he took a position on the editorial staff of the *Montreal Herald*, and later went to New York where for two busy years he occupied an editorial chair doing literary work for the American Press Association. Then he cast aside the shackles of office duty and became a free lance.

Mr. Stringer humorously remarked to The Bookman that he was a farmer by trade and a writer by avocation.

"Does poetry receive recognition nowadays?" I asked.

"Yes," he said, "Poetry receives recognition, but very little financial support. The man who writes serious verse must be satisfied with the sheer pleasure of writing it. Bliss Carman is, I take it, Canada's most popular poet. He recently confessed, in public, that the most he could make out of it was eight hundred dollars a year. The Philadelphia *"Evening Post"* paid me last week, five hundred dollars for a bad short story. Need I say more?"

"Is a man justified in continuing to write and publish verse?"

"Verse has to be its own justification. If it's in you it's got to come out. But if nine-tenths of the lyric poets of to-day would only turn towards the drama, they would find an audience. I hate to say the age of the lyric is becoming as obsolete as that of the epic. But at the same time the chances and the necessity for the drama are increasing at an unrealized rate. The drama is the poet's vehicle of the future, I think. Through the drama he can keep in touch with life, and mean something to life. After all, lyricism belongs to youth. Maturity demands more than the lyric."

"How did you get into the telegraph vein as in the *Wire Tappers*?"

"By merest accident. I was never in a pool-room in my life, notwithstanding the *"Wire Tappers"* scenes. I became friends with a broken down gambler who night by night gave me stories, data and description."

"Does it pay to specialize in this way?" inquired The Bookman.

"It does not and I'm never going to write another telegraph story as long as I live," he declared with emphasis.

Speaking of his methods of work the author said he wrote only at night, beginning at 8 o'clock. "But," he added, "I never work later than three. This is a result. I think, of my early city newspaper duty which made me a 'night owl'. I never do anything in the line of writing during the day."

Asked if his literary work gives him a sufficient income to enable him to enjoy life, the novelist answered, "No, because if I could afford to enjoy life I wouldn't have time for any work, literary or otherwise."

Mr. Stringer, as already stated, spends six or seven months of the year at his Canadian home. He is a tireless traveler and visits distant spots and foreign climes nearly every year. Last year he went to Jamaica and the Caribbean Sea, the year before to South and Central America, the winter previous to Rome and Sicily, and during another winter he made a tour of the Mediterranean.

"Do metropolitan centres like New York afford more stimulus to and material for thought and action when planning a work of fiction than some secluded and peaceful rural refuge?" was the next interrogation as we chatted about many things and of scenes far from home.

"New York and travel for stimulus, for atmosphere and ideas, but the rural retreat for working them out," was his laconic rejoinder.

Next the conversation drifted along the short story line, its aspects, tendencies, features and evolutionary stages. Speaking of the popular vein of the present day short story, he said the editors were forever telling the army of writers that love and humor was the popular vein.

"What about the pathetic? Does it not take first place?"

"No, there's a certain bourgeois timidity about the magazine editor which makes him afraid of anything gloomy or tragic. The movement has been away from the pathetic. The ordinary magazine prefers a sort of skim-milk sentimentality and the tendency towards a 'safe' conservatism increases. The magazine has done



ARTHUR STRINGER

As he appeared when visiting South America.

little or nothing to improve the short story. In fact, it is my conviction, that the popular magazine is really a mill stone on the modern author's neck. It has brought about a sort of plebification of talent, a popularization of mediocrity."

"Is there such a thing as a Canadian literature?" was another question fired at the author of the *"Gun-Runner."*

"I believe," he answered after a few minutes pause "that Canada's national and distinctive note will come from her west. The intellectual boundary of this continent, it seems to me, should run north and south instead of east and west, as the geographical one does. We of the east are held too closely in the arm-crook of the United States to be free of her influences and activi-



ties, both as to the press, the periodical and the stage-production. New York is necessarily the Mecca of the news-bureau and syndicate; and of the magazine and of the drama. There manuscripts are marketed and dramas are mounted. There's no use even mentioning poetry, for nobody takes serious poetry seriously, nowadays."

"What was your first effort? What caused you to take up literary work—personal inclination or the advice of your family?"—and the poet's thoughts traveled back a decade or more.

"My first effort was a blank verse poem of some seven or eight hundred lines, on 'The History of The World up to the Trojan War.' It was written in blank verse because rhymes were too much of a nuisance, in those days, and I'm afraid the spelling was not unimpeachable. I can remember only one line of that initial and modest effort. It's from the passage where Hector and Achilles are eating Indian corn together after an artillery-battle somewhere in the suburbs of Troy and the former rather inhospitably threatens the latter, in the words of the poem, that he will make him

"Hop-scotch out of Troy as tame as a toad!"  
The elderly and kind-hearted Church of England clergy-



A SOUTH AMERICAN "HOTEL"

Here Arthur Stringer spent a week collecting material for "The Gun-Runner."

man to whom I brazenly submitted these inspired lines, I remember, gravely informed me that while they showed undoubted dramatic promise they could not be criticized as either slavishly classical or pedantically historical."

"No, it was not the advice of my family that turned me to the writing-habit," he continued. "In fact, I was sent out west, to try a year of ranch life, to see if that wouldn't knock the nonsense out of me. My father really wanted me to go in for the ministry, but towards the end of my second (and last) year's residence in Wycliffe College, Toronto, an interview with Dr. Sheraton, who was then principal, showed me my deep-rooted unfitness for the cloth,—for, I must confess, I had just previous to that interview, been detected climbing up a water-pipe, to get in through a window, many hours after the college doors had been closed and locked. A heart-to-heart talk with Professor Alexander, of Toronto University, really decided my fate, and turned me towards the literary life. That talk lasted several hours, and that brilliant man and kindly scholar patiently and thoroughly went through my manuscripts and then showed me where they failed, and how. It was one of these manuscripts revised at his suggestion, which first carried me into the metropolitan magazines of New York."

Asked about his favorite amusements, the man of let-

ters said the only answer that he could make was that his fixed idea of Heaven was eating Rockyford muskmelons to the sound of harps. "Only," he added with a significant smile, "you must grow the melons yourself to appreciate the right flavor."

"Have you any advice to give young Canadian writers?" was my parting query as the hour for the poet's departure for his restful retreat at Cedar Springs was close at hand, and our conversation—pleasant and profitable—had, like all good things, to come to an end.

"I am too young and too new at the game to have the gumption to start giving advice," were his final words as he bade me a cordial good-bye and made for the elevator.

### AN IMPERIAL WORK.

London, July 7.—On behalf of the Trustees of the Spitzel Imperial Education Trust, The League of the Empire, Caxton Hall, Westminster, has just published "The British Empire, Its Past, Its Present, Its Future," demi 8vo., 864 pp., English published price, 5s. net. The editor of this volume is A. F. Polard, M.A., Fellow of All Soul's College, Oxford; Professor of English History in the University of London; and late Assistant Editor of the Dictionary of National Biography.

This account of the British Empire owes its origin to the generosity of Mr. Louis Spitzel and the enthusiasm of Mr. Thomas Henry Monk. Neither, unhappily, lived to see this result of their practical interest in the Empire, but the series of volumes, of which the present is the first, will prove a lasting monument to their Imperial devotion.

The object of this volume and its successors is like that of the League of the Empire itself, primarily educational. Its essential purpose is to promote a knowledge, and what is more important, an understanding, of the Empire as it is, and of the causes which have brought it into being, and to provide that information, without which, discussion of Imperial questions is barren, if not productive of positive mischief. It is the work of no one school of politics and represents no single standpoint. To it writers have contributed of all shades of opinion and from all quarters of the Empire. Suggestions have been adopted from authorities in almost every Dominion, Colony and Dependency of the Crown, and it reflects a diversity of gifts and aspirations which no other political system has known how to combine with Imperial unity. It is a comprehensive account of the British Empire in its manifold aspects, political, geographical, racial, historical, constitutional, industrial and commercial,—and all the causes and forces which have determined its development. Over a hundred authorities have collaborated in its production and much of its contents is due to the suggestion and criticism of men actually responsible for the Government of the Empire in all quarters of the globe. It should be found indispensable for all school libraries and teachers of history and geography, as well as for everyone who is interested in the politics of the Empire and the world.

Although to Canadians the Canadian section is perhaps of least importance, a survey of chapters in that section will help to an understanding of the comprehensive treatment of the other Self-Governing States. The chapters from 1 to 9 are as follows:

Physical Conditions, French and British, 1534-1763.

The Old Colonial System, 1763-1837.

Union and Federation, 1837-1867.

The Expansion of Canada, 1867-1907.

The Dominion and Provinces, Political Parties and Problems, Natural Resources, Manufactures, Commerce and Transport.



# Canadian Authors and Their Work

## Novelists Represented on the Fall Lists. Biography, Description and Poetry,

### Fiction.

Sir Gilbert Parker's volume of short stories entitled "Northern Lights" is announced to appear about the middle of September by his publishers, the Copp, Clark Co. It will be issued in two bindings, the maple leaf edition in light green and the library edition in dark green cloth. The price will be \$1.50.

Harvey J. O'Higgins is represented on the fall lists this year. His new novel is entitled "Old Clinkers" and it is understood to be a story of the New York Fire Department, which Mr. O'Higgins has been studying and writing about for some time.

Norman Duncan, author of "Dr. Luke of the Labrador" has written a Christmas story, which he calls "The Suitable Child." It is to be published in September by Henry Frowde, Toronto, in suitable holiday form.

Gables." The new story is a sequel to "Anne" and will no doubt be eagerly sought after by the many people to whom Anne Shirley is a delightful literary acquaintance.

### Biography.

During the fall Moffat, Yard & Co. will bring out a new book by Agnes C. Laut, author of "The Conquest of the Great Northwest," etc., on Henry Hudson. In this work Miss Laut will give in detail the story of Hudson's four famous voyages, which she has studied from original historical sources, as well as a biographical sketch of the great navigator. The book will be illustrated by historical pictures and maps, and is said to be written especially for young readers.

There is to be issued shortly from the press of William Briggs the personal reminiscences of Edwin G. Rundle,



THE AUTHOR OF "SOWING SEEDS IN DANNY."

Mrs. Nellie L. McClung tries her story-telling powers on some children. Her new book, "The Second Chance," will shortly appear.

Robert E. Knowles' new story "The Attie Guest" will be published in September by Henry Frowde, Toronto. Those who have had the privilege of reading the manuscript, assert that it is the author's best work.

A new book which is to come from the press of William Briggs this fall by a new writer is entitled "Love Among the Ruins and Other Tales of Old Toronto." The author is a well-known Toronto society lady who writes under the pseudonym of Suzanne Marny. While this is a book of short stories (and a short story book is not supposed to be popular) still they are of such a strongly dramatic character and so true to life that there is no doubt the book will sell. An interesting feature in connection with the publication of this book is the fact that the author will draw her own illustrations for the volume. Miss Marny has shown the quality of her prose and verse in a little book which was issued last fall by her publisher entitled "The Canadian Book of Months" in which were some very charming descriptive passages of nature life in Canada.

L. C. Page & Co., Boston, announce for publication on September 1, "Anne of Avonlea" by Miss L. M. Montgomery, of Cavendish, P.E.I., author of "Anne of Green

late Sergeant-Major in Her Majesty's 17th Liecestershire Regiment. While Sergeant-Major Rundle never experienced the joy of being on active service he has had a very interesting career. His regiment was stationed in Jamaica during the negro rebellion of 1865, which was rather an exciting time to the Jamaicans. Sergeant-Major Rundle conducted a contingent from Halifax over the route of the Wolseley expedition in 1870 to join the Provisional Battalion in Winnipeg, where he remained for some time as garrison sergeant-major.

The "Life of General Wolfe" by Edward Salmon, which Sir Isaac Pitman & Sons are to publish this month in England in their "Makers of National History" series, is to be issued in a special Canadian edition at \$1.00 net by Cassell Co., Toronto. It will be ready before the end of the month and, in view of the fact that September 13 marks the 150th anniversary of the capture of Quebec, it should meet with a great reception.

Another life of Wolfe by Beebles Wilson will also appear this year. It is to be published in Canada by the Copp, Clark Co. but information as to its format and date of issue is not yet available.



**Description.**

There has just been issued from the Railway Lands Branch of the Department of Interior, Ottawa, by order of the Hon. Frank Oliver, Minister, a report on Northland Exploration under his Department during the season of 1908, covering that portion of Saskatchewan north of Prince Albert as far as the Churchill River, extending from Montreal Lake and Lac la Ronge, on the east, to Green Lake and connecting waters as far north as Portage la Loche on the west. Information about this portion of the Canadian West, north of the existing surveys, has hitherto been difficult to obtain. The increasing pressure on the available surveyed lands in the Western Provinces has, however, created a demand for all possible information about the agricultural and other resources of the undeveloped north of Western Canada, and on account of the reported mineral discoveries at Lac la Ronge and in the country north of it the publication of this report at this time giving information as to the means of access meets a public want. A number of excellent cuts of growing crops and natural features, from photographs



ALICE ASHWORTH TOWNLEY

Author of "Opinions of Mary," recently published by William Briggs.

taken by the explorer, are scattered through the report. An up-to-date map which covers the country explored and for a considerable distance north of it—about 350 miles in all, north of Prince Albert—accompanies the report.

**History.**

To the series of historical books known as "The Children's Study," published by T. Fisher Unwin, there has just been added a new edition of J. N. McIlwraith's volume on Canada. The English published price is 1s 6d. The historical narrative is simple and interesting, yet very comprehensive and complete in detail. Very attractively bound, this little volume should prove a welcome addition to the bookshelf of any student of Canada's history and national progress.

**Poetry.**

An important event in the publishing world this fall is the issue of Robert W. Service's new book "Ballads of a Cheechako." Two years ago Robert W. Service was unknown; to-day he is heralded throughout Canada and the British Empire as the great "Canadian Kipling" and

"Poet of the Yukon." His first volume of verse "Songs of a Sourdough" has reached the enormous sale of 40,000 copies inside of two years, and the publisher makes the extraordinary announcement that he has upwards of 15,000 advance orders for "Ballads of a Cheechako." At this rate it looks as if Robert W. Service's verse was to sell into the hundreds of thousands of copies inside of three or four years. It is certainly a most extraordinary thing that the verse of an unknown Canadian should become so well known in such a short time, and that the booksellers of the country should express such confidence in his work as to order 15,000 copies in advance of publication. One bookseller was optimistic enough to order 1,000 copies, and he has hopes of sending repeat orders.

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21084. Pebbles and Shells. (A Book of Verses.) By Donald A. Fraser. Donald A. Fraser, Victoria, British Columbia, 14th July.

21085. Sonnets and other Verses. By W. M. MacKeracher. (Book.) W. M. MacKeracher, Montreal, 14th July.

21098. The People of the Plains. By Amelia M. Paget. Edited with Introduction by Duncan Campbell Scott. The Department of Indian Affairs, Ottawa, 15th July.

21101. Hand Book to the Canadian Marine Board Examinations for Inland Waters, Minor Waters and Tug Certificates. Compiled by Captain Farrell. (Book.) W. M. Farrell, Toronto, 16th July.

21106. McAlpine's Halifax City Directory, 1909. Volume XLI. McAlpine Publishing Company, Limited, Halifax, 17th July.

21111. The Rapid Calculator. For Computing the Amount of Steam or Hot Water Radiation necessary to heat a room or building. By J. C. Kennedy. (Book.) James Christopher Kennedy, Windsor, Ont., 19th July.

21112. Siever's American Shorthand. An Economical System of Writing the English Language. By Philip Henry Siever. (Book.) Philip Henry Siever, Alvord, Texas, U.S.A., 19th July.

21121. Britannia History Reader. Introductory Book. Stories from British and Canadian History. The Copp Clark Company, Limited, Toronto, 21st July.

21123. A Washday Lament. (Book.) Eugene Cooke, Montreal, 21st July.

21124. Le Vrai Ponceau. (Booklet.) J. J. Gibbons, Limited, Toronto, 22nd July.

21125. La Alcantarilla Correcta. J. J. Gibbons, Limited, Toronto, 22nd July.

21128. The "Complete" Science Note Book. W. J. Gage & Company, Limited, Toronto, 24th July.

21129. The "Complete" Composition Book for Schools and Colleges. W. J. Gage & Company, Limited, Toronto, 24th July.

21135. Blair's Canadian Drawing Series, Book 5, Senior Grade. By David Blair. The Copp, Clark Company, Limited, Toronto, 28th July.

21143. Atlas-Geographie du Canada. Cours Intermediaire et Primaire Superieur. Les Freres Maristes, Iberville, Que., 29 juillet.

21150. The Ontario Public School Speller. The Copp, Clark Company, Limited, Toronto, 31st July.

21154. The Story of the Years. A History of the Woman's Missionary Society of the Methodist Church, Canada, from 1881 to 1906. Volume II.—Beyond Seas. By H. L. Platt. Annie L. Ogden, Toronto, 31st July.

21164. Jottings by the Way. (Poems.) Thos. Whinnell, Lindsay, 4th August.



# Activities Among Canadian Publishing Houses

## Items About Books that are to Appear this Fall—Fiction forms the Bulk of the Various Lists — Importations.

Twenty more titles are to be added to Cassell & Co.'s "People's Library" in the near future, bringing the total up to 120 volumes.

Doubleday, Page & Company have just issued a little booklet, for general distribution, entitled "O. Henry—Who He Is and How He Works." A copy will be sent to any address on request. It is attractively printed, in green and black. The publisher's intention is to issue, from time to time, other booklets dealing with their authors.

Two new boys' books by Captain F. S. Brereton are announced by the Copp, Clark Co. They will also have a Canadian edition of the new Oz book, "The Road to Oz" by L. Frank Baum.

The Musson Book Co's list was not ready for publication at the time this department was made up. It will be announced in September.

The Macmillan Co. of Canada will publish in September, "The Key of the Unknown" by Rosa N. Carey, "Calvary" by "Rita", "A Life for a Life" by Roger Herrick. In October they will publish "Actions and Reactions" by Rudyard Kipling, "Martin Eden" by Jack London, "Friendship Village Stories" by Zona Gale, "Stradella" by F. Marion Crawford. In November they will have ready "The House Called Hurrish" by "Rita." The date of publication of Charles Major's "A Gentle Knight of Old Brandenburg" is uncertain as yet.

"Sins of Society" by Cecil Raleigh, which was announced for spring publication by the Copp, Clark Co., and which did not materialize in time, is to be published about September 1. It will have an attractive two-color wrapper.

E. P. Oppenheim's latest novel "Jeanne of the Marches" is announced for publication by the Copp, Clark Co., on September 1. It will be well illustrated by H. M. Brock.

The Copp, Clark Co. announce for fall publication "John Marvel, Assistant" by Thomas Nelson Page, "The Lock on the Door" by Robert Hichens, "Seymour Charlton" by W. B. Maxwell, a volume of short stories by W. W. Jacobs, "Anne Veronica" by H. G. Wells, "The Price of Lis Doris" by Maarten Maartens.

The 1909 Harrison Fisher book will be called "The American Girl" and, as its title indicates, it will be embellished with numerous drawings of the fairest of her sex. The Canadian edition is to be issued by the Copp, Clark Co., at \$3.50 net.

Two illustrated editions of "The Arabian Nights" are being shown this fall by the Copp, Clark Co. One, illustrated by Maxfield Parrish, sells at \$2.50; the other illustrated by W. Heath Robinson and Helen Stratton sells at \$1.25. The same company also have a new \$1.50 edition of Robert Louis Stevenson's "A Child's Garden of Verses."

Early next month the Copp, Clark Co. will publish "The Haven" by Eden Phillpotts and "The Perjurer" by W. E. Norris.

McLeod & Allen announce for immediate publication, "The Goose Girl" by Harold MacGrath. They will also have ready this month "The Calling of Dan Matthews"

by Harold Bell Wright, author of "The Shepherd of the Hills," and "The Danger Mark," by R. W. Chambers.

A Canadian edition of "The Old Wives' Tale" by Arnold Bennett is announced by McLeod & Allen. This is a book of a very high order of merit, which has been warmly praised by the conservative English critics.

One of the leading gift books of the coming season will be by Frances Foster Perry, the title being "Their Hearts' Desire" It is to be fully illustrated in colors by the well known artist, Harrison Fisher, and the edition will have decorations by Hapgood.

Speaking of gift books we must not forget "Susanna and Sue," by Kate Douglas Wiggin, which is to be issued by William Briggs. This book is to be on large paper with illustrations by Alice Barber Stephens, and M. C. Wyeth, and in addition to the illustrations is to be decorated throughout.

David Graham Phillips has written a new novel entitled "The Hungry Heart." It is to come from the press of William Briggs.

William Lindsey, the author of "Apples of Intakhar" and "Cinderpath Tales" has written a new novel to be issued this fall by William Briggs under the title of "The Severed Mantle." This book is being published in the United States by the firm of Houghton, Mifflin Co. One of the special features of this book will be the large full-page colored illustrations.

It is the number of years since Amelia E. Barr put her first novel on the market. One of her most successful books was "The Bow of Orange Ribbon." Mrs. Barr has returned to the period of this story in "The House on Cherry Street," which is a tale of New York in Colonial times. William Briggs, who has for some years handled the books of this popular writer, is to place this one on the Canadian market.

One of the best sellers of the Spring season was "The Bronze Bell" by Louis Joseph Vance. Mr. Vance has written a new story which has been secured by William Briggs entitled "The Pool of Flame" to be illustrated by full page pictures in colors by John Rae, the artist who illustrated "The Music Master" so successfully. "The Pool of Flame" is a story of adventure.

The 672,000 people who have purchased "Graustark" will welcome a new Graustark story by its clever author G. B. McCutcheon. The new novel is entitled "Truxton King" and it will be published by William Briggs.

One of the most popular writers of fugitive verse in the United States for a number of years was Ben King. This very talented writer was cut off in the hey-day of his manhood a couple of years ago. As a sort of commemorative volume there is being issued a book entitled "James Jones and Some Others" being selections from the best of Ben King's verse. This is to be issued in gift book style with a decorative cover by William Briggs.

In "The Title Market" by Mrs. Post, to be published by William Briggs, that writer gives vivid pictures of the rich sumptuous life in the home of one of New York's money king's. She also pictures the pomp and ceremony of old world courts, lifting the veil, however, to reveal the real lives of dukes and princes.



During the hot dog days of August a book with a title so cool and exhilarating as "Where Snow is Sovereign" is sure to create interest. Wm. Briggs is putting out very shortly an edition of this book which is written by Rudolph Stratz. This novel is a romance of the Glaciers, and is a translation from the German by Mary J. Safford.

The books collaborated by Agnes and Egerton Castle have always been in the front rank of the best sellers. This fall Wm. Briggs places on the market a new novel from the pens of these two writers, entitled "Diamonds 'Cut Paste.'" "Diamonds 'Cut Paste'" is the story of a most original, audacious and clever intrigue told with vivacity, and a deliciously light touch that will make this novel one of the gems of the season.

### SOME MISCELLANEOUS BOOKS.

**JOURNALS AND LETTERS OF SAMUEL GRIDLEY HOWE.** Edited by his daughter, Laura E. Richards. 2 volumes. Volume I., *The Greek Revolution*. Volume II., *The Servant of Humanity*. Boston: Dana Estes & Co. Cloth, illustrated, \$6.00 net.

The period of the first volume comprises his youth and early manhood, especially the time of his noble and self-sacrificing volunteer services with the Greeks in their efforts to throw off the yoke of the Turks. Inspired by his love of freedom, his hatred of cruelty, and his eagerness to relieve suffering, perhaps prompted also by the example of Lord Byron, this young American physician gave up ease, custom, and money-getting, and hastened over seas to fight a savage foe among savage mountains for love of that dear land which was next in his affections to his own, the land of the imperishable Ideal. His journals, luminous and continuous, give wonderfully vivid, enthralling, and interesting accounts of the period destined to live throughout the course of history. The second volume, covering a period of forty-two years, tells the story of Dr. Howe's labors in the cause of humanity in his own country; labors for the blind, the deaf, the insane, the feeble-minded, the prisoner, and captive. The letters in this volume are mostly addressed to Charles Sumner, Horace Mann, and Theodore Parker, and they throw a vivid light on the history of the nineteenth century.

**THE ROAD TO OZ.** By L. Frank Baum. Illustrated by John R. Neill. Chicago: Reilly & Britton Co. Cloth, \$1.25.

This is the fifth of the series of Oz books, its predecessors being "The Land of Oz," "Ozma of Oz," "Dorothy and the Wizard of Oz" and "John Dough and the Cherub." No series of juveniles has probably ever been published that has had the vogue of these Oz books. The quaint and amusing characters introduced in them captivate the child's mind and the extraordinary adventures narrated are on a par with those of Alice in Wonderland. The 1909 volume now ready maintains the standard of the earlier books. Many of the old favorite characters are introduced and there are also some new ones to add novelty. The book is printed on vari-colored paper and the illustrations are most effective.

**SAWTELL, ELLA.** *The Breath of Scandal.* London: Greening & Co. Cloth, \$1.50.

Miss Sawtell has stepped into an enviable position with the publication of this, her first novel, which has had a flattering reception. The romance deals with the musical and social career of Mark Fenwick, an obscure youth in the Western Counties, whose wonderful tenor

voice attracted the attention of a wealthy and influential enthusiast, whose protegee he subsequently became. The change from the simple life and homely joys of Ellscross to the artistic and artificial atmosphere of London has an unsettling effect upon the central figure of the story, whose devotion to the girl-wife, who bravely keeps the little home together, gradually wanes. The story is cleverly planned and developed, several characters being vividly portrayed. Miss Sawtell is a native of Woodstock and has inherited her pen power from her father, at present residing in Guelph.

**SOCIAL SCIENCE AND SERVICE.** Report of the Oxford Conference of the Wesleyan Methodist Union for Social Service for the consideration of social problems. Easter, 1909. London: Robert Culley. Paper covers, 1s. net. Cloth, 2s. net.

**MOORE, J. HOWARD.** *The New Ethics.* Chicago: Samuel A. Bloch. Cloth, \$1.00.

This is a volume of 216 pages breathing brotherhood and justice not only between man and man, but also between all living species. The ethics Mr. Moore preaches are not necessarily new. His thesis is that the inhabitants of the earth, human and non-human, are united by common ties, man being different from other forms of life in degree but not in kind. Vegetarianism and anti-vivisection are also preached, the author being apparently a humanitarian almost to the point of sentimentalism. Like "The Universal Kinship" and "Better World Philosophy," the author's previous works, "The New Ethics" is written in pleasing style and will be enjoyed by all readers having advanced ideas.

**THE PRACTICAL CRICKETER.** By J. N. Crawford. Health and Strength, Limited, 12 Burleigh St. Strand, W. C. London. 1s. net.

Mr. Crawford's own skill in the cricket field and the position he has attained in such a short time are, in themselves, sufficient guarantee that the book does not belie its title. In compiling this work his aim has been to describe the different points of the game in a manner that the aspiring cricketer, adult or juvenile, will find lucid and serviceable. To this end there are chapters on Batting, Bowling, Fielding, Wicketkeeping, Training, and Practice. These, again, are sub-divided into sections so as to cover every department of play.

**TEXT-BOOK OF LAWN TENNIS.** By M. J. G. Ritchie. London: Health and Strength, Limited. 1s. net.

Basing his treatise upon comprehensive lines, Mr. Ritchie gets to work at once with some practical hints regarding correct grip, upon which so much depends, followed by careful instructions for cultivating accurate play from the start. The strokes are described in detail. Another chapter deals with the various services, including the American; and, coming to doubles, full directions are given to both serving and receiving pairs as to how to play either doubles or mixed doubles.

**A WOMAN FOR MAYOR.** By Helen Maria Winslow. Chicago: Reilly & Britton Co. Cloth \$1.50.

Gertrude Van Deusen is nominated for mayor of the city called Roma. In the election she defeats both John Allingham and Burke and his gang. On coming into office she gives the town such a thorough housecleaning that Burke and his gang kidnap her and shut her up while they put their own measures through the council, but she escapes and finally drives Burke and his gang from the city. When her term is over she is asked to run again, but instead she chooses to become the wife of the next mayor, whom she had formerly defeated at the polls.



**A STRONG BOOK OF POEMS.**

Originality and newness are the aims of the age. When these are coupled with a powerful statement of facts, couched in vivid and striking language on a subject of vital importance to mankind, an author may feel he has succeeded. Taking as his main theme the ravages of consumption, Mr. Thaddeus A. Browne, in his volume of poems, entitled, "The White Plague, and Other Poems," soon to be issued by Wm. Briggs, Toronto, makes his debut in the field of Canadian literature. The theme is entirely new to poetry, and his treatment of the subject is daring and along lines of advanced thought few have dared to enter on.

In his poem, "The White Plague," Mr. Browne powerfully depicts the ravages of consumption and in resonant and fearless tones he calls on the legions of earth to battle against this foe of our race. His kindly denunciation of society and state whirling thoughtlessly on its way stirs the blood.

Heredity, the selfishness of the individual, and the negligence of the state in the matter of marriage, are made the subject of a slashing attack in the poem, "The Love Crime"—a strong, original and convincing poem containing many passages of sustained power. "Hell's Acolyte," and "God's Little Ones," are poems which strike deep at other present-day evils that confront society. It is safe to predict that none will turn from these poems without feeling a deeper individual responsibility of their duty as members of the human family.

The volume contains a number of other poems, principally on love and nature. It is here Mr. Browne's splendid gift of imagery finds full play. In fact, all of his poems are distinguished by an originality and a sustained popularity. Mr. Browne is a young man under 30 years of age, born at Middleport, Ontario, in 1879, of Irish parents. At the age of five, with the family, he moved to Brantford, and it was in Brantford that he was educated in the public school and collegiate institute. At the age of 17 years he became a member of what was known as the Congregational Debating Society, and in a short time became noted among the younger element of Brantford as possessing more than ordinary gifts of oratory. This gift brought him into prominence, for at the age of 19, on the occasion of the welcome given by the Liberals of the City of Brantford to the Hon. A. S. Hardy, then Premier of Ontario, and the Hon. Wm. Patterson, Minister of Customs, in the Laurier Cabinet, he was chosen to deliver the speech, expressing confidence in the Liberal policies for the young men of Brantford. He was prominent in the local campaigns of that city, and in 1901 he received the appointment in the Department of Interior, Ottawa, which he still holds.

Mr. Browne first turned his attention to literature about a year ago, and the present volume is the result of his efforts. The result proves him to be a finished and

rapid writer and we may confidently look for other productions from his pen.

The work is splendidly bound in cloth binding, and contains several artistic illustrations, and no doubt will be one of the season's best sellers.

**A Tale of Studied Revenge.**

**THE LONG ARM.** By E. P. Oppenheim. Toronto: William Briggs. Cloth \$1.25. Mannister, the hero of this latest Oppenheim romance, is quite a striking personality in his way, bearing a distant resemblance to those unique beings, Sherlock Holmes and Raffles.



THADDEUS A. BROWNE

Author of "The White Plague" and other poems.

He is a cool, clear-headed, brainy Englishman, the inflexible nemesis of a band of seven men and a woman, who had played him false. Writing the eight names on a slip of paper, he proceeds to wreck his vengeance on the eight individually, concluding with the woman. The story of his vengeance forms the greater part of the book.

**HOW TO MAKE THINGS GO.** The Road to Success. By Madison C. Peters. Chicago. Laird & Lee. Paper covers 25 cents. In this modern self-help, Rev. Madison C. Peters gives some excellent advice to young people on the problems of life, examples of great men and many subjects of importance to boys and men.



# The Canadian Monthly List of Books for July

Containing a Record of Books Published in Canada, Books by Canadian Authors and Books About Canada, Issued During the Month of July.

In presenting this, our first monthly list, we do so with some hesitancy, because we are as yet quite unable to vouch for its completeness. We have made as careful a record as possible, examining every possible source of information, but even with the exercise of the utmost care, we feel that there must be some omissions. Our readers will confer a great favor if they will bring to our attention at once any cases, where we have failed to enter a book in our list.

The sign (\*) placed before a book signifies that the volume in question has been printed and bound in Canada.

The double star (\*\*) indicates that the book is copy-righted in addition.

**Begbie, Harold.** The Cage. Toronto: Henry Frowde. Cloth, \$1.25.

**Brebner, Percy.** The Royal Ward. Toronto: Cassell & Co. July. Cloth, \$1.25.

**\*\*Britannia History Reader.** Introductory Book. Stories from British and Canadian History. Toronto: Copp. Clark Co. July. 261 pages. 5 x 7½ inches. Cloth, 25 cents.

Only words of praise can be bestowed on this admirable volume to the compilation of which much care has been directed. Stories of the heroes and of heroic events in British and Canadian history are told in simple language and the illustrations are of a high order, many being reproductions of paintings by famous artists.

**\*\*Browne, Thaddeus A.** The White Plague and other Poems. Toronto: William Briggs. Author's Edition. 75 pages. 5½ x 8. July. Cloth, \$1.00.

**\*Clawson, W. H.** The Gest of Robin Hood. University of Toronto Studies. Philological Series. Published by the University Librarian, Toronto University. July. 129 pages. 7 x 10½ inches. Paper, \$1.00.

This work comprises a portion of a dissertation on the Robin Hood ballads presented by the writer, who is lecturer in English at University College, to the Faculty of Arts and Sciences of Harvard University, in fulfilment of one of the requirements for the degree of Doctor of Philosophy.

**\*Crean, Frank J. P.** Northland Exploration. Ottawa: Department of the Interior. August. 44 pages. 7 x 10½. Illustrated. Paper covers, Free.

**\*\*Farncomb, Dora.** The Vision of His Face. London: William Weld Company. July. XI + 224 pages. 6 x 8 inches. Cloth, \$1.00.

In a series of interesting chapters the author shows how the vision of the face of the Lord Jesus Christ has always been and ever will be the power that purifies, transforms, awakens, revivifies and stimulates to the highest action and most heroic patience the lives of men.

**Forman, Justus Miles.** The Quest. Toronto and London: Ward, Lock & Co. Cloth, illustrated, \$1.25.

**\*\*Fraser, Donald A.** Pebbles and Shells: A Book of Verse. Toronto: William Briggs. July. 172 pages. 5½ x 7½. Cloth, \$1.00.

**Haggard, H. Rider.** Benita. Sixpenny Edition. Toronto: Cassell & Co. July. Glazed paper cover.

**\*\*Hopkins, J. Castell.** The Canadian Annual Review of Public Affairs, 1908. Toronto. Annual Review Publishing Co. July. 662 pages. 6 x 9 inches. Cloth, \$3.50. Morocco, \$4.50.

**Hyatt, S. P.** The Marriage of Hilary Carden. Toronto: Macmillan Co. of Canada. July. Cloth, \$1.25.

**Iles, George.** Electricity Uncovers a law of Evolution. Montreal: George Iles, 5 Brunswick St. Pamphlet, 14 pages. 6x8¾. July. Gratis.

**Kinross, Albert.** The Love Brokers. Toronto: Cassell & Co. July. Cloth, \$1.25.

**\*\*MacKeracher, W. M.** Sonnets and Other Verse. Toronto: William Briggs. July. 80 pages. Cloth, 75 cts.

**\*\*Mailloux, L'Abbe Alexis.** Le Manuel des Parents Chrétiens. Quebec: L'Action Sociale. July. 279 pages, 5½x8. Cloth, 60 cents.

**\*\*McAlpine's Halifax City Directory, 1909.** Halifax; McAlpine Publishing Co. July. 743 pages. 6x9 inches. Cloth back, board covers. \$4.

Contains general directory of the citizens, classified business directory and street directory of Halifax, N.S., and general and business directory of Dartmouth, N.S.

**\*\*McInnes, Tom.** Lonesome Bar, A Romance of the Lost and Other Poems. Montreal: Desbarats & Co. Second edition. 205 pages. 5x7¼. July. Cloth, \$1.

**Oldmeadow, E.** Antonio. Toronto: Macmillan Co. of Canada. July. Cloth, \$1.25.

**Ormond, Frederic.** The Three Keys. Toronto: McLeod & Allen. July. Cloth, \$1.25.

**\*\*Paget, Amelia M.** The People of the Plains. Toronto. William Briggs. July. 199 pages. 5½x8. Cloth, \$1. Illustrated.

**Pemberton, Max.** Sir Richard Escombe. Paper reprint edition. Toronto: Cassell & Co. July. 30 cents.

**Shaw, Captain Frank.** The Daughter of the Storm. Toronto: Cassell & Co. July. Cloth, \$1.25.

**Steele, Jack.** A Husband by Proxy. Toronto: McLeod & Allen. July. Cloth, \$1.15.

**Stevens, E. S.** The Veil. Toronto: Macmillan Co. of Canada. July. Cloth, \$1.25.

Miss Stevens has written a remarkable story, glowing with color and warm with life and passion. The scene is laid in the Algerian Sahara, Tunis, and the sacred city of Kairouan; its motif is the conflict between eastern and western manners and education. The keynote of the book, expressed in the title, is the fascination exercised over the imagination by the atmosphere of mystery in eastern towns; the blank walls, the veiled women, the impassivity of the men, and their attitude towards questions of sex and religion.

**Titchener, E. B.** Text-book of Psychology. Toronto: Macmillan Co. of Canada. July. Cloth. xvi.+311 pages. 8 vo. \$1.30 net.



**White, William Allen.** *A Certain Rich Man.* Toronto: Macmillan Co. of Canada. July. Cloth, \$1.25.

Scene is the great middle west and especially a growing town of Kansas. Gives the absorbing career of a remarkable money-maker and how all his surroundings bent to his strong influence. A young boy, wounded at the outbreak of the war between the states, is lame for life. He tries everything to make money, becomes a great power and goes on and on in business, in politics, until he controls all persons and all things. Mr. White gives a vital picture of the good and the bad of American life. He knows it all at first hand.

**Young, Margaret.** *The Wreathed Dagger.* Toronto: Cassell & Co. July. Cloth, \$1.25.

## THE SIZES OF BOOKS

### A Subject on Which very few People are Accurately Posted.

Though booksellers and their assistants probably have a general idea as to what is the size of a Demy 8vo book, or a Crown 8vo or a 32mo, it is at least possible that some of them may not know the exact dimensions of each particular size. It will therefore perhaps be useful to some of our readers, and those who are already perfect in the information will, we are sure, allow us to set forth the information for the benefit of those who do not know, to define accurately the exact dimensions of the various sizes, and to explain the meaning of the particular terms employed. It must first be stated that books are made by binding together a number of sheets of printed paper which have been folded once or more times in a particular way. The principal sizes of paper used for the production of books are as follows:—Pott,  $12\frac{1}{2}$  by  $16\frac{1}{2}$  ins.; Foolscap,  $13\frac{1}{2}$  by 17 ins.; Crown, 15 by 20 ins.; Large Post, 16 by 21 ins.; Demy,  $17\frac{1}{2}$  by  $22\frac{1}{2}$  ins.; Medium, 18 by 23 ins.; Royal, 20 by  $25\frac{1}{2}$  ins.; Super Royal, 20 by 27 ins.; Imperial,  $22\frac{1}{2}$  by 31 ins.

#### How Sizes are Arrived at.

Now the size of the book depends mainly upon the number of times the sheet of paper used is folded, and to explain this we will take a sheet of Demy, which is the standard and most usual size. If this sheet of Demy be folded in two by bringing the short side on the right hand over to the short side on the left hand we have two leaves or folios from the Latin word "Folium," a leaf. The two leaves, of course, make four pages. But, as will be easily seen, the size is large and cumbersome and is nowadays very seldom used for printed books. Two or three hundred years ago they were more in fashion, but to-day the modern love of convenience has almost entirely displaced them, except, indeed, in the form of Blue Books or the Reports of Royal Commissions, and for ordinary ledgers and account books. If, again, the Folio sheet is doubled once more we have the "Quarto" or 4to, from the Latin word "Quaterni," four, or "Quartus," fourth. This gives us four leaves and eight pages. Folding the Quarto sheet once more we get eight leaves or sixteen pages, and we call this Octavo or 8vo, from the Latin "Octavus," eighth. In our example we have used Demy size, and we have consequently had "Demy Folio," "Demy Quarto," and "Demy Octavo." If we had taken Crown size or Super Royal size or Imperial size we should have had "Crown Folio," "Crown Quarto," "Crown Octavo," etc. If, again, a sheet is folded into twelve sheets or twenty-

four pages, it is called a Duodecimo or 12mo, again from the Latin "Duodecimus," or twelfth. A size still smaller is obtained if the sheet be folded into eighteen leaves or thirty-six pages, which gives us the 18mo size. There are not, unfortunately, any actually recognized standard measurements for the various sizes just mentioned, but the following dimensions may be taken as fairly approximate —

|                                   |                                        |
|-----------------------------------|----------------------------------------|
| Royal Folio .....                 | 19 by 12 ins.                          |
| Demy Folio .....                  | 18 by 11 ins.                          |
| Super Imperial Quarto .....       | $15\frac{1}{2}$ by 13 ins.             |
| Royal Quarto .....                | $12\frac{1}{2}$ by 10 ins.             |
| Demy Quarto (Demy. 4to) .....     | $11\frac{1}{2}$ by $8\frac{1}{2}$ ins. |
| Crown Quarto (Cr. 4to) .....      | 11 by 8 ins.                           |
| Royal Octavo (Roy. 8vo.) .....    | 10 by $6\frac{1}{2}$ ins.              |
| Medium Octavo (Med. 8vo) .....    | $9\frac{1}{2}$ by 6 ins.               |
| Demy Octavo (Demy 8vo.) .....     | 9 by $5\frac{3}{4}$ ins.               |
| Crown Octavo (Cr. 8vo) .....      | $7\frac{1}{2}$ by 5 ins.               |
| Foolscap Octavo (Fcap. 8vo) ..... | 7 by $4\frac{1}{2}$ ins.               |
| Duodecimo (12mo) .....            | 7 by 6 ins.                            |
| 16mo .....                        | 6 by 4 ins.                            |
| Square 16mo .....                 | $4\frac{1}{2}$ by $3\frac{1}{2}$ ins.  |
| Demy 18 mo .....                  | 6 by 4 ins.                            |
| Royal 24mo .....                  | 5 by $3\frac{1}{2}$ ins.               |
| Demy 24mo .....                   | 5 by $2\frac{3}{4}$ ins.               |
| Royal 32mo .....                  | 4 by $2\frac{1}{2}$ ins.               |
| Post .....                        | 4 by $2\frac{1}{2}$ ins.               |
| Demy 48mo .....                   | $3\frac{3}{4}$ by $2\frac{1}{2}$ ins.  |

#### Measuring by Height.

The Library Association have agreed to discard all the measurements by size of paper and in place of them to define the sizes of books by the height measurement as follows:—

|                              |                     |
|------------------------------|---------------------|
| Large Folio (La. fol.) ..... | over 18 ins. high.  |
| Folio (Fol.) .....           | below 18 ins. high. |
| Small Folio (Sm. fol.) ..... | below 18 ins. high. |
| Large Quarto (La. 4to) ..... | below 18 ins. high. |
| Quarto (4to) .....           | below 11 ins. high. |
| Small Quarto (Sm. 4to) ..... | below 8 ins. high.  |
| Large Octavo (La. 8vo) ..... | below 11 ins. high. |
| Octavo (8vo) .....           | below 9 ins. high.  |
| Small Octavo (Sm. 8vo) ..... | below 8 ins. high.  |
| Duodecimo (12mo) .....       | below 8 ins. high.  |
| Decimo Octavo (18mo) .....   | 6 ins. high.        |
| Minimo (Mo.) .....           | below 6 ins. high.  |

It is not quite certain at present how far publishers and papermakers have agreed to recognize and adopt these measurements, but it can hardly be doubted that some such standardization of size is in every way desirable, and it is equally obvious that the Library Association, representing as it does all the representative possessors and buyers of books, are the best qualified to decide on the most suitable dimensions, and one can hardly doubt that before very long the various publishers will be found ready and willing to adopt the proposals of so authoritative and so representative a body. In America, according to the catalogue of the "Riverside Press," which is described as the highest authority in the United States, the recognized sizes are as follows:—Folio, 13 by 15 ins.; 4to, 10 by  $12\frac{1}{2}$  ins.; royal 8vo,  $7\frac{1}{2}$  by 10 ins.; 8vo, 6 by 9 ins.; 16mo, 5 by 7 ins.; 18mo,  $4\frac{1}{2}$  by 6 ins.; 32mo, 4 by  $5\frac{1}{2}$  ins.—The Bookseller.

E. A. Hutchins, stationery dealer, Neepawa, Man., has discontinued business.

Woodland & Co. have bought the stationery business of W. H. Itter & Co., Grand Forks, B.C.

The stationery, stock, fixtures, etc., of the stand of the estate of S. J. Farmer, Brandon, Man., are advertised for sale.

# BOOKSELLER AND STATIONER

## BEST SELLING BOOKS FOR JULY.

### Belleville.

1. White Mice. R. H. Davis. McLeod.
2. White Sister. F. M. Crawford. Macmillan.
3. Anne of Green Gables. L. M. Montgomery. Page.
4. Man in Lower Ten. Rinehart. McLeod.
5. Katrine. Elinor Macartney Lane. Musson.
6. Quest. Justus Miles Forman. Ward Lock.

### Brantford.

1. White Mice. R. H. Davis. McLeod.
2. Katrine. Elinor Macartney Lane. Musson.
3. Anne of Green Gables. L. M. Montgomery. Page.
4. Sebastian. Frank Danby. Macmillan.
5. Mr. Opp. Alice Hegan Rice. Briggs.
6. Sowing Seeds in Danny. Mrs. McClung. Briggs.

### Calgary.

1. White Sister. F. M. Crawford. Macmillan.
2. Inner Shrine. Anonymous. Musson.
3. Marriage a la Mode. Mrs. Humphry Ward. Musson.
4. White Mice. R. H. Davis. McLeod.
5. Kingsmead. Bettina Van Hutten. Musson.
6. Making of Bobby Burnett. Geo. Randolph Chester McLeod.

### Charlottetown.

1. Anne of Green Gables. L. M. Montgomery. Page.
2. Life of Jas. Robertson. Ralph Connor. Westminster
3. Marriage a la Mode. Mrs. Humphry Ward. Musson.
4. Trailers. Mason. Revell.
5. White Sister. F. M. Crawford. Macmillan.
6. Chippendales. Robert Grant. Copp.

### Chatham.

1. Gun Runner. Arthur Stringer. Langton.
2. Elizabeth Visits America. Elinor Glyn. Duffield.
3. Quest. Justus Miles Forman. Ward Lock.
4. Marriage a la Mode. Mrs. Humphry Ward. Musson.
5. Lady of the Decoration. Francis Little. Musson.

### Edmonton.

1. White Sister. F. M. Crawford. Macmillan.
2. Man in Lower Ten. Rinehart. McLeod.
3. Songs of a Sourdough. R. W. Service. Briggs.
4. Sowing Seeds in Danny. Mrs. McClung. Briggs.
5. Making of Bobby Burnett. Geo. Randolph Chester. McLeod.
6. Red Mouse. W. H. Osborne. Briggs.

### Fort William.

1. Songs of a Sourdough. R. W. Service. Briggs.
2. Where Billows Roll. A. Rain.
3. Lost Cabin Mine. F. N. Lane.
4. White Sister. F. M. Crawford. Macmillan.
5. Marriage a la Mode. Mrs. Ward. Musson.
6. Peter. F. H. Smith. McLeod.

### Guelph.

1. White Sister. F. M. Crawford. Macmillan.
2. Marriage a la Mode. Mrs. Humphry Ward. Musson.
3. Elizabeth Visits America. Elinor Glyn. Duffield.
4. Katrine. Elinor Macartney Lane. Musson.
5. Inner Shrine. Anonymous. Musson.
6. Man in Lower Ten. Rinehart. McLeod.

### Hamilton.

1. Inner Shrine. Anonymous. Harper.
2. Marriage a la Mode. Mrs. Humphry Ward. Musson
3. Roads of Destiny. Henry. Musson.
4. Man in Lower Ten. Rinehart. McLeod.

5. White Mice. R. H. Davis. McLeod.
6. Elizabeth Visits America. Elinor Glyn. Musson.

### Kingston.

1. Anne of Green Gables. L. M. Montgomery. Page.
2. Chippendales. Robert Grant. Copp.
3. Woodcarvers of Lympus. Waller. Musson.
4. Katrine. Elinor Macartney Lane. Musson.
5. Inner Shrine. Anonymous. Harper.
6. Set in Silver. C. N. and A. M. Williamson. Musson.

### Moncton.

1. Making of Bobby Burnett. Geo. Randolph Chester. McLeod.
2. Five Nights. V. Cory. Kennerley.
3. Six Chapters in a Man's Life. Kennerley.
4. John. Kennerley.
5. Daughters of the Rich. Salters. Kennerley.
6. Life's Ship Window. V. Cross. Kennerley.

### Montreal.

1. White Sister. F. M. Crawford. Macmillan.
2. Inner Shine. Anonymous. Musson.
3. Marriage a la Mode. Mrs. Ward. Musson.
4. Three Keys. F. Ormond. McLeod.
5. Man in Lower Ten. M. K. Rinehart. McLeod.
6. Set in Silver. Williamson. Musson.

### Ottawa.

1. White Sister. F. M. Crawford. McLeod.
2. Set in Silver. C. N. and A. M. Williamson. Musson.
3. Marriage a la Mode. Mrs. Humphry Ward. Musson.
4. Inner Shrine. Anonymous. Musson.
5. White Mice. R. H. Davis. McLeod.
6. Elizabeth Visits America. Elinor Glyn. Duffield.

### Peterborough.

1. Man from Brodney's. G. B. McCutcheon. Briggs.
2. Katrine. Elinor Macartney Lane. Musson.
3. Man in Lower Ten. Rinehart. McLeod.
4. Inner Shrine. Anonymous. Musson.
5. Mr. Opp. Alice Hegan Rice. Briggs.
6. White Sister. F. M. Crawford. Macmillan.

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1. Marriage a la Mode. Mrs. Humphry Ward. Musson
2. Katrine. Elinor Macartney Lane. Musson.
3. Where Love Is. L. N. Folster. Outlook.
4. White Sister. F. M. Crawford. Macmillan.
5. Other Side of the Door. Lucia Chamberlain. Bobbs.
6. Man in Lower Ten. Rinehart. McLeod.

### St. John, N. B.

1. Marriage a la Mode. Mrs. Humphry Ward. Musson.
2. Romance of a Plain Man. E. J. Glasgow. Macmillan.
3. Set in Silver. C. N. and A. M. Williamson. Musson.
4. Mike Flannery.
5. White Sister. F. M. Crawford. Macmillan.
6. Rose in the Wilderness. S. R. Crockett. Frowde.

### St. Thomas.

1. Katrine. Elinor Macartney Lane. Musson.
2. Inner Shrine. Anonymous. Harper.
3. Sebastian. Frank Danby. Macmillan.
4. Anne of Green Gables. L. M. Montgomery. Page.
5. Sowing Seeds in Danny. Mrs. McClung. Briggs.
6. Mr. Opp. Alice Hegan Rice. Briggs.

### Stratford.

1. Man in Lower Ten. Rinehart. McLeod.
2. Silver Fox. F. S. Thompson. Copp.
3. Septimus. W. J. Locke. Frowde.
4. Actress. Louise C. Hale. Musson.
5. Sowing Seeds in Danny. Mrs. McClung. Briggs.
6. Spies of the Kaiser. E. P. Oppenheim. Macmillan.



**Toronto.**

1. White Sister. F. M. Crawford. Macmillan.
2. Katrine. Elinor Macartney Lane. Musson.
3. Man Without a Shadow. Oliver Cabot. McLeod.
4. Marriage a la Mode. Mrs. Humphry Ward. Musson.
5. Sebastian. Frank Danby. Macmillan.
6. Man in Lower Ten. Rinehart. McLeod.

**Vancouver.**

1. White Mice. R. H. Davis. McLeod.
2. Quest. Justus Miles Forman. Harper.
3. Lonesome Pine. John Fox, Jr. McLeod.
4. Marriage a la Mode. Mrs. Humphry Ward. Musson.
5. Bobby Burnett. Geo. Randolph Chester. McLeod.
6. Man in Lower Ten. Rinehart. McLeod.

**Winnipeg.**

1. White Mice. R. H. Davis. McLeod.
2. Elizabeth Visits America. Elinor Glyn. Duffield.
3. Where Billows Roll. I. Rain.
4. Anne of Green Gables. L. M. Montgomery. Page.
5. Marriage a la Mode. Mrs. Humphry Ward. Musson.
6. Open House. J. W. Tompkins. Baker.

**Canadian Summary.**

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## FALL FICTION ANNOUNCEMENT LIST

A Heavy List of Books—Several Good Titles among Them—Nearly Every Prominent Novelist Represented.

The following books are announced for fall publication by the various publishers mentioned. Others will be announced as they are arranged for. It will be seen that there is to be a very extensive output of novels this fall.

**McLeod & Allen.**

- The Goose Girl. Harold MacGrath. August.  
 Calling of Dan Matthews. Harold B. Wright. August.  
 The White Prophet. Hall Caine. Indefinite.  
 The Danger Mark. R. W. Chambers. August.  
 Half a Chance. Frederic S. Isham. September.  
 Keziah Coffin. Joseph C. Lincoln. Indefinite.  
 Happy Hawkins. Robert A. Wason. September.  
 The Stowaway. Louis Tracy. September.  
 Virginia of the Air Lines. Herbert Quick. September.  
 Lantern of Luck. Hudson Douglas. September.  
 The Last Woman. Ross Beekman. September.  
 The Vanished Smuggler. Stephen Chalmers. September.  
 Old Clinkers. Harvey J. O'Higgins. September.  
 The Rule of Three. Alma M. Esterbrook. September.  
 Waylaid by Wireless. Edwin Balmer. September.  
 Old Wives Tale. Arnold Bennett. September.  
 The Greater Power. Harold Bindloss. September.  
 Forty Minutes Late. F. Hopkinson Smith. September.  
 The Open Country. Maurice Hewlett. September.  
 Cupid's Understudy. Edward S. Field. September.  
 Black Sheep. Joseph Sharts. September.  
 The Stolen Cygnet. Sidney Fredericks. September.  
 Son of Mary Bethel. Elsa Barker. September.  
 The Pillars of Eden. Philip V. Mighels. September.

**Copp, Clark.**

- Northern Lights. Sir Gilbert Parker. September.  
 The Haven. Eden Phillpotts. September.

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*Cloth**7 Illustrations**Wm. Briggs*

- The Perjurer. W. E. Norris. September.  
 Sins of Society. Cecil Raleigh. September.  
 Jeanne of the Marshes. E. P. Oppenheim. September.  
 John Marvel, Assistant. Thomas N. Page. Indefinite.  
 The Lock on the Door. Robert Hitchens. Indefinite.  
 Seymour Charlton. W. B. Maxwell. Indefinite.  
 Short Stories. W. W. Jacobs. Indefinite.  
 Anne Veronica. H. G. Wells. Indefinite.  
 The Price of Lis Doris. Maarten Maartens. Indefinite.

**Macmillan.**

- The Key of the Unknown. Rosa N. Carey. September.  
 A Life for a Life. Roger Herrick. September.  
 Calvary. "Rita." September.  
 Actions and Reactions. Rudyard Kipling. October.  
 Martin Eden. Jack London. October.  
 Friendship Village Stories. Zona Gale. October.  
 Stradella. F. M. Crawford. October.  
 The House Called Hurrish. "Rita." November.  
 Gentle Knight of Old Brandenburg. Charles Major. Indef.

**Frowde.**

- The Suitable Child. Norman Duncan. September.  
 The Attie Guest. Robert E. Knowles. September.  
 It Never Could Happen Again. Wm. de Morgan. Indef.

**Briggs.**

- Truxton King. G. B. McCutcheon. September.  
 Pool of Flame. Louis Joseph Vance. Indefinite.  
 The Title Market. Mrs. Post. Indefinite.  
 Diamonds Cut Paste. A. & E. Castle. Indefinite.  
 Where Snow is Sovereign. Rudolphe Stratz. Indefinite.  
 The House on Cherry Street. Amelia E. Barr. Indefinite.  
 The Hungry Heart. David Graham Phillips. Indefinite.  
 The Severed Mantle. William Lindsey. Indefinite.  
 Their Heart's Desire. Frances Foster Perry. Indefinite.  
 Susanna and Sue. Kate Douglas Wiggin. Indefinite.

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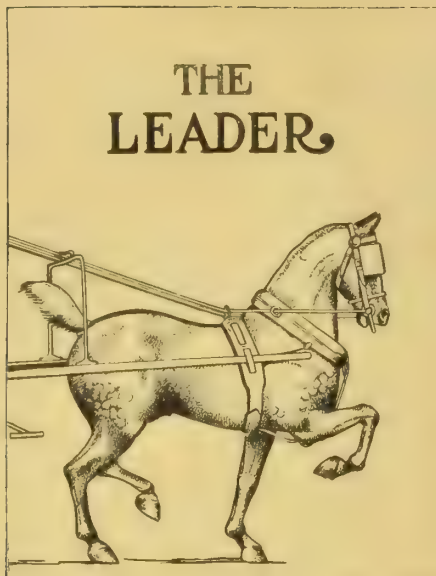
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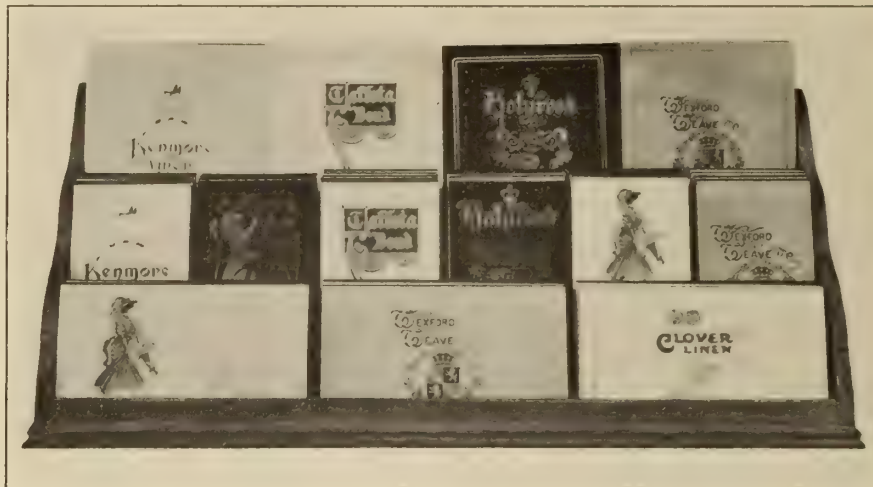




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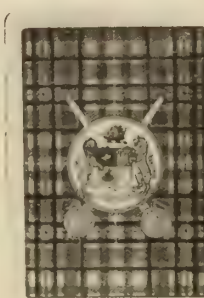
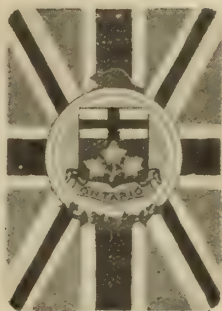


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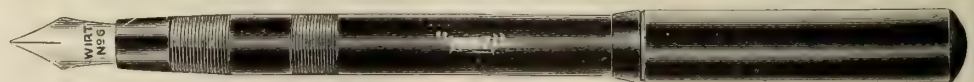
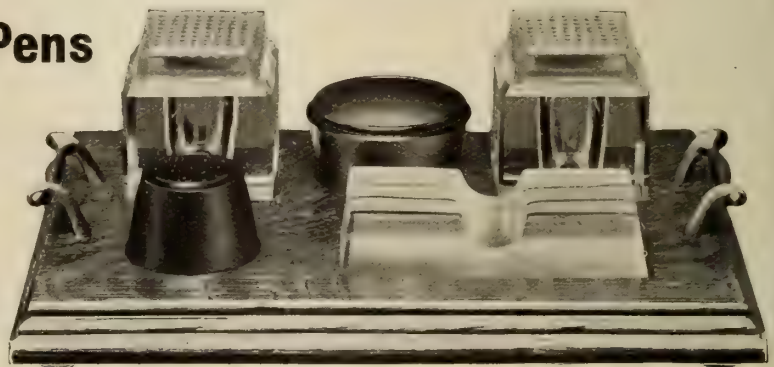
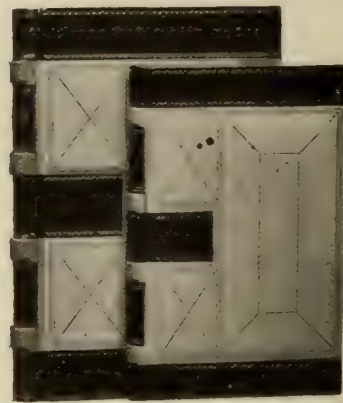
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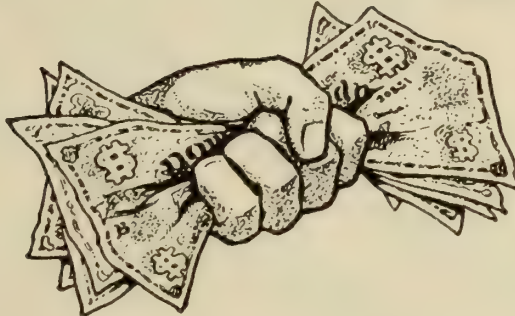
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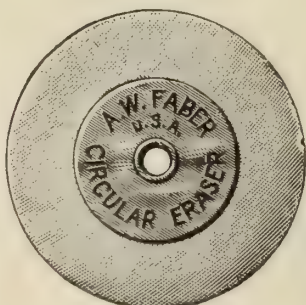
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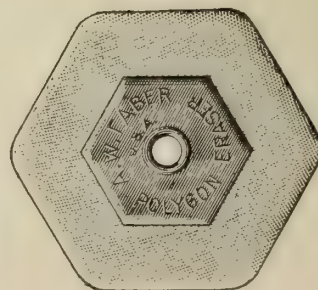
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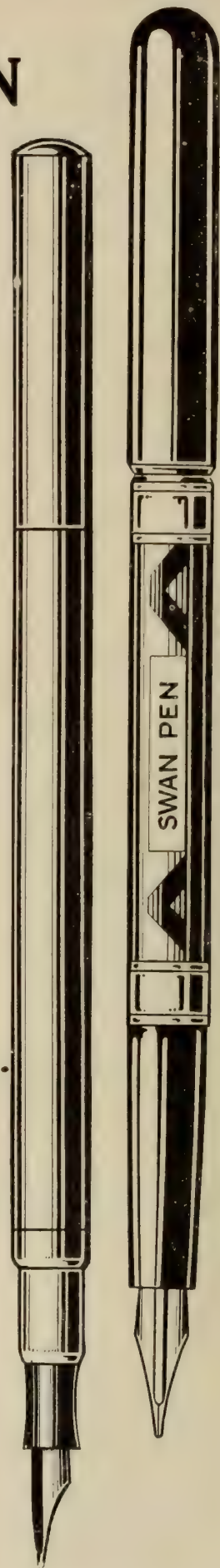
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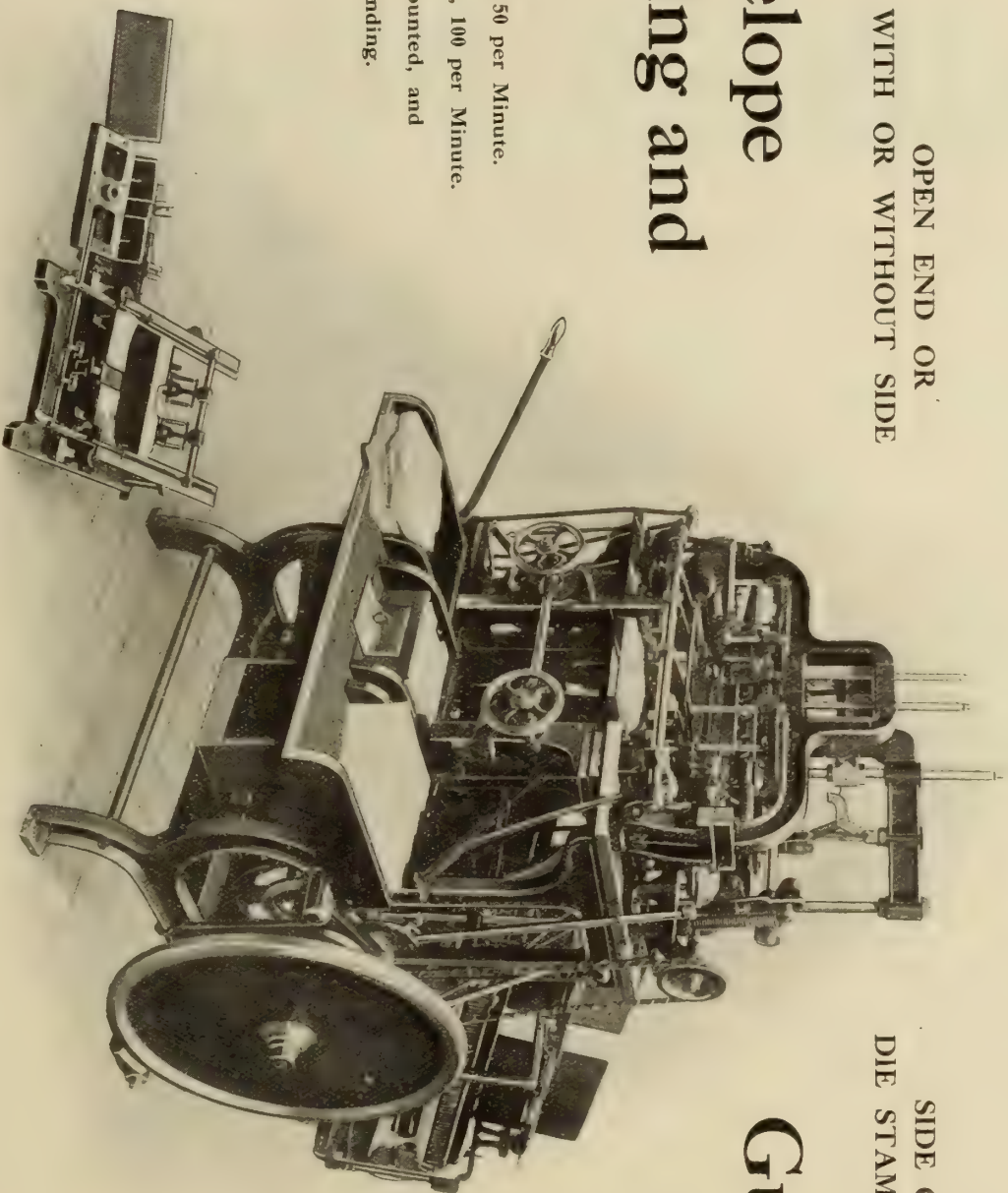
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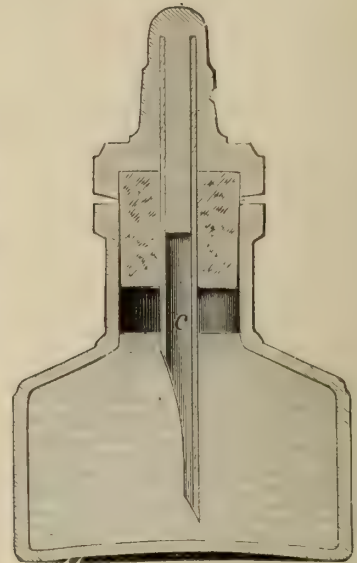
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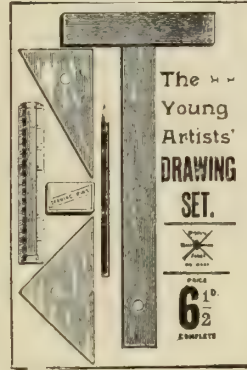
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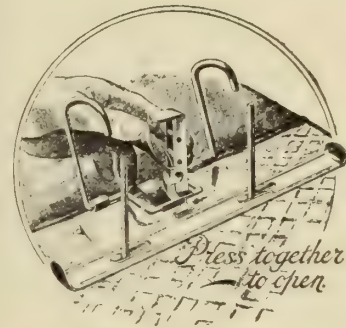
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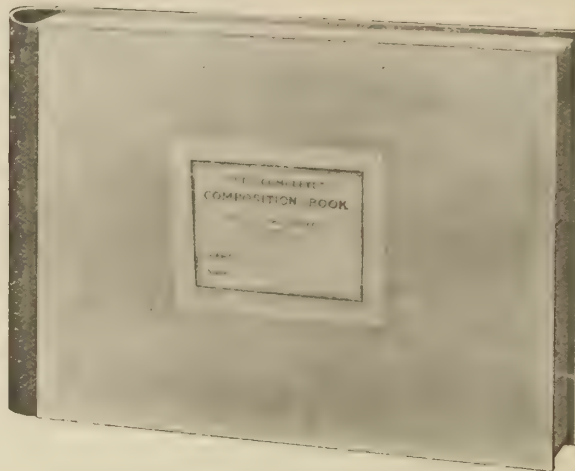
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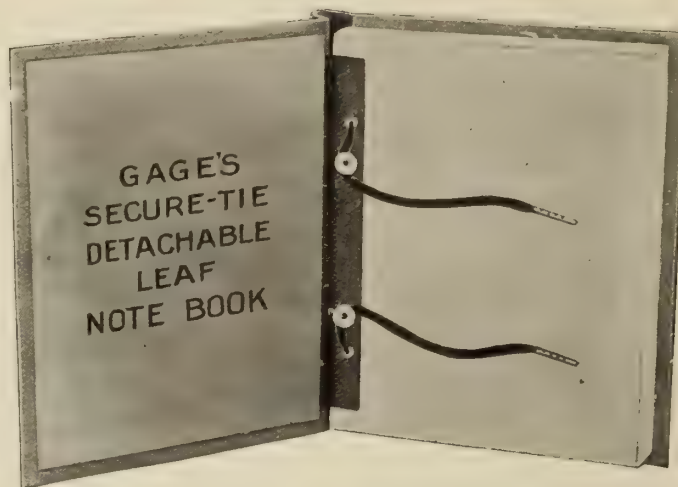
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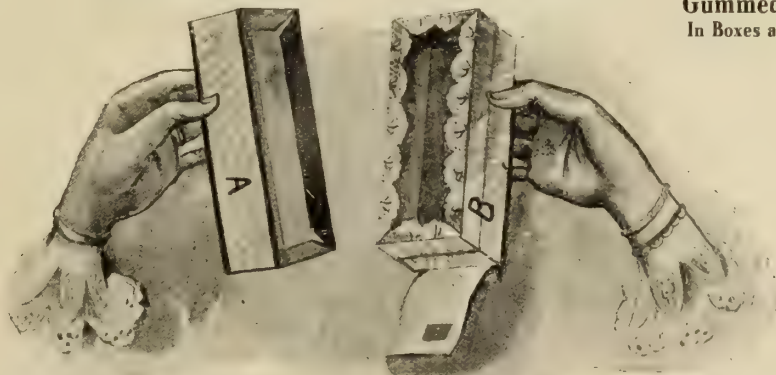
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Menus and Programmes  
Confetti

Cards for Handpainting  
Visiting Cards, Boxed or Unboxed  
Also in Fancy Padded Boxes  
Gummed Tickets  
In Boxes and in Sheets (Perforated)

WEDDING  
CAKE  
BOXES

12  
Varieties



Self closing

No Wrapping or Tying Required

Security

We specialize in  
this line and have  
undoubtedly the  
best range of boxes  
on the market.

Our patented  
"Safety" Box  
is a big seller  
and would in-  
terest you.

SEND FOR COMPLETE CATALOGUE AND EXPORT TERMS

**E. KAUFMANN,**  
(G. JOHNSON GALLOWAY, Manager)

Fine Art Printer, Publisher, and  
Manufacturing Stationer,  
5 & 6 Paternoster Square, E.C.,

**LONDON, England**  
(Also NEW YORK & CHICAGO)

# Headquarters for Staple Stationery Lines



WE keep everything in stock that you may possibly require in the regular lines. Goods that you know by reputation and are accustomed to handle. There is no need to dilate upon their good points. You are doubtless familiar enough with them already. Suffice it to say, that when you want any of the following lines at long or short notice, in large or small quantities at right prices, we stand ready and willing to serve you:

Kenmare Linen Fabric Notepaper, Envelopes,  
Papeteries, Tablets, Visiting Cards.

Marlborough Thin and Thick Visiting Cards in  
all sizes.

Crown Parchment Notepaper and Envelopes,  
Stephens' Inks.

Higgins' Drawing Ink, Mucilage and Paste.

Carter's Library Paste.

Lepage's Mucilage and Liquid Glue.

National Memorandum and Blank Books.

Koh-i-noor and Mephisto Pencils.

Imperial Tracing Linen.

Columbia Brand Blue Print.

Dancing Girl Crepe Tissue.

Esterbrooks - Spencerian - Mitchell's - Gillott's -

Ball pointed and Telephone Pens.

Reeves' Water Colour Boxes and Refills.

Reeves' Camel Hair Brushes.

Our lines of Writing Tablets, Papeteries, Envelopes, Scribblers, Exercise Books, School Supplies and General Stationery are complete and up-to-date in every respect.

MAIL ORDERS RECEIVE  
SPECIAL ATTENTION

## SMITH, DAVIDSON & WRIGHT

LIMITED

VANCOUVER, B.C.



# Boorum & Pease Co.

Manufacturers of

## "Standard" Blank Books



New York

109 and 111 Leonard Street

### Important Notice!

A most complete and  
comprehensive cata-  
logue of the well  
known

### "Standard"

line of Blank Books  
of all kinds will be  
ready for distribution  
during this month.

Write for it if inter-  
ested.

**Special** The best offer in Blank  
Books is a Frey Patent Flat  
Opening Book—bound in full sheep ends  
and bands with Bryon Weston's Paper.

### Trade Leaders



"STANDARD" LOOSE LEAF LEDGER OUTFITS  
Complete Outfits Range from \$12.00 to \$24.00

The Steel Back Ledger



"EMPIRE" LOOSE LEAF LEDGERS  
Complete Ledgers \$5.25 to \$8.25

Send for catalogue of new and complete  
LOOSE LEAF LINE

# Representative Lines that Pay

AM showing the following lines to the wholesale trade in Canada. These are strong selling lines, made by some of the best known manufacturers in England and the United States. They are goods with a name—goods with a standard. You only have to inspect them to realize what a paying proposition they should be for you. Just look at them—examine them! Quality of the very best and uniform and modern in design and workmanship. Fresh, brand new goods they are, with features that will commend themselves to critical buyers. They cannot help but ensure a profitable turnover.

Flat Papers, Cover Papers, Writing Papers,  
Papeteries, Visiting Cards, Cardboards  
Lepard & Smith's Ltd., London, England

Stationers' Sundries  
George Wright & Co., London, England

Easter Cards, Valentine Cards, Birthday Cards  
General Post Cards  
Birn Bros., London, England

Papeteries, Tablets and Envelopes  
Powers Paper Co., Holyoke, Mass.

Paper Napkins, Crepe Tissue  
Pope Paper Co., Holyoke, Mass.

Gum Tickets, Tags, Etc.  
Thomas Manufacturing Co., New York

Sign and Price Markers, Juvenile and  
Toy Printing Sets

Fulton Rubber Type Co., Elizabeth, N.J.

Confetti

Bath & Co., London, England

Bibles, Post Card and Kodak Albums  
A. J. Holman & Co., Philadelphia, Pa.

Desk Pads

I. Smigel, New York

Rival Fountain Pens

D. W. Beaumel & Co., New York

Steel Arch Files and Pencil Sharpeners  
The Spiro Mfg. Co., New York

A. Roy MacDougall, 42 Adelaide St. West, Toronto, Canada

## E. J. HEY

& CO.

SAMPLES SENT TO ANY AMOUNT  
REMITTANCE MUST ACCOMPANY  
ORDER

57 & 59 LUDGATE HILL  
:: :: LONDON, E. C. :: ::

Sole Agents for  
E. HAMILTON  
London.  
Dainty English Christmas Cards.

Sole Agents for  
BEGGER & ROCKEL  
Munich.  
Manufacturers of  
Embossed and Celluloid  
Post Cards, Christmas  
Cards, &c.

Originators of the  
Popular IMITATION  
IRON CALENDARS.

Cheapest Printers of  
Hand-coloured Photographic  
Post Cards in  
the Trade.

Our Novelties for 1910  
1911 ready for shipment  
on November 1st.

## British America Assurance Company

A. D. 1893

**FIRE & MARINE**

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo A. Cox, President W. R. Brock, Vice-President  
Robert Bickerdike, M.P., W. B. Meikle, E. W. Cox, Geo. A. Morrow,  
D. B. Hanna, Augustus Myers, John Hoskin, K.C., LL.D.  
Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.  
Sir Henry M. Pellatt, E. R. Wood.

**W. B. Meikle, General Manager; P. H. Sims, Secretary**

CAPITAL - - - - - \$1,400,000.00  
ASSETS - - - - - 2,162,753.85  
LOSSES PAID SINCE ORGANIZATION, 29,833,820.96

# Post Card Calendars

A New Idea.

Size 4½ inches by 11 inches.

Each contained in an oiled transparent envelope.

Retails at 15 cents. - - - - - To the trade \$1.00 a dozen.

Cambridge Corporation, Ltd., Montreal



## THE WEEKS-NUMAN CO.

SUCCESSORS TO THE BUSINESS OF

**A. A. WEEKS MFG. CO.**

Stationers Hardware, Glassware  
and Specialties

**C. H. NUMAN CO.**

Gardner—Royal—Victor—Numan  
Inkstands

39-41 PARK PLACE  
NEW YORK, N.Y., U.S.A.

**C. H. NUMAN,**

Traveling Western Canada

**JOHN P. DELLES,**

Traveling Eastern Canada

WE WILL FILL ALL CANADIAN ORDERS ON AND AFTER  
SEPTEMBER 13, 1909.



Modern  
B Pen  
and  
Pencil  
Clips



Modern Thumb Tacks

**Duryea-Hoge Company, Inc.**

108 FULTON STREET, NEW YORK CITY  
Manufacturers

## Matchless Mason FOUNTAIN AND STYLO PENS

are the best money-making proposition for the dealer to-day. The Mason is a high-grade pen at a moderate price but there is a good margin of profit for the dealer. Every pen fully guaranteed. The Mason Self-Filler is simplicity itself and cannot be "matched" anywhere for the money. To see is to buy. Write to-day for price-lists; also ask about

### Mason Ink Capsules

a new product and a good seller. A capsule dissolved in water is equivalent to an ordinary 2-oz. bottle of ink. Made in eight colors. Convenient, economical. Once used always used.

**MASON PEN CO.**

1777 Broadway

New York City

## The Patent "Interleaf" Post-Card Album

The most perfect album ever published. Requires only to be seen to be appreciated. Best British Manufacture. Holds either 6 upright or oblong Cards all on one page. No Corners of Cards protrude on either side of leaf but are perfectly protected. Published in five different Bindings, to hold 300, 400 and 500 Cards respectively, and retailing from 6s. to 18s. each. Specially suited for use on Shop Counters for exhibiting Picture Post Cards.

Full particulars and terms, etc., post free on application.

Inspection Invited.

Sample Album will be forwarded on receipt of 4s

Carriage extra. Published exclusively by

**The Patent "Interleaf" Album Co., Limited**  
13, New Street, Covent Garden, London, W.C., England  
Tel.: Berghoff, London. Code: 5th Edit. A.B.C.  
MAY BE HAD OF ALL WHOLESALE AND EXPORTERS

## ENCOURAGE HOME MANUFACTURERS

Auld Premium Mucilage, the best made.  
Lithograms and Lithogram Composition.  
Acme Washing and Cleaning Powder,  
for Type, Machinery, etc.

**Coal-Saving and Smoke-Consuming Compound,** safe to use, and saves from 15 to 30 per cent. coal.

Samples and Quotations (Low) Furnished.  
Our Goods we Guarantee. Give Them a Trial.

**AULD MUCILAGE COMPANY**

WM. ANGUS, Manager

23 Bleury Street, MONTREAL

# Santa Claus and Dennison

A worthy alliance, for, figuratively speaking. "Dennison" stands for the thousands of dealers who so loyally and ably assist the generous old Saint at each and every Christmastide.

This year the Dennison Line of Christmas Tags, Cards, Labels, Seals, Decorations and Gift Dressings should be *the* prominent feature in the Holiday stock of every dealer.

The success of the Dennison Holiday Specialties in past years has urged us on to greater effort, and, profiting by the teachings of experience and suggestions from the trade, we have made the 1909 line the most artistic, the most appropriate and most salable goods we have ever placed before the public.

Dennison's Holiday Goods are in a class by themselves. The designs are of Dennisonian conception throughout. Originality, adaptability, and artistic treatment are their characteristics. They are leaders as is their right, and the trade has learned by experience that "leaders" pay best.

The Dennison advertising will, of course, be a prominent feature in the December magazines, and its message of good cheer will be felt most profitably by those who prepare to meet the demand created by the slogan "Ask your Dealer for Dennison's."

*We have issued a new Holiday Catalogue for the Trade, illustrating and pricing the Dennison Christmas Lines in full. Write for a copy to-day. If located near any of our numerous stores a visit will be profitable to you.*

Dennison Manufacturing Company

*The Tag Makers,*

*Makers and Maintainers of the Paper Art.*

**BOSTON**  
26 Franklin St.

NEW YORK  
15 John St.  
15 West 27th St.

PHILADELPHIA  
1007 Chestnut St.

CHICAGO  
25 Randolph St.

**TORONTO**  
533 Traders' Bank Bldg.

ST. LOUIS  
413 North 11th St.



## What Dealers Thought of the 1908 Dennison Line

That the Dennison Lines of Christmas Specialties are, year by year, becoming more and more *the* feature of holiday stocks is attested by the following extracts from letters received from the trade in praise for our last year's goods.

"More popular than ever." "Sales on all lines good."  
"Sold well—entirely out several days before Christmas."  
"Sale was excellent, could have sold many more."  
"Sold splendidly." "Better than ever."  
"Sold well and any dealer ought to be proud to handle."  
"All lines more popular than ever."  
"Did not order enough—sold everything."  
"All sold out." "More popular than in any year."  
"Your Holiday Dressings had a good sale, *as has always been the case with your Line.*"  
"It was all Dennison with me, nothing better made."

That's the kind of trade Dennison Goods command. If you haven't ordered, do so *now*.

*Write for the dealer's Christmas catalogue and learn what Dennison can do to increase your holiday trade.*

### Dennison Manufacturing Company

*The Tag Makers,*

*Makers and Maintainers of the Paper Art,*

BOSTON  
26 Franklin St.

NEW YORK  
15 John St.  
15 West 27th St.

PHILADELPHIA  
1007 Chestnut St.

CHICAGO  
25 Randolph St.

TORONTO  
523 Traders' Bank Bldg.

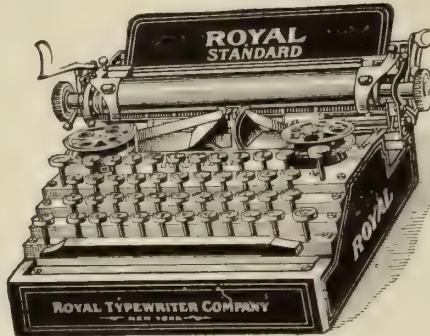
ST. LOUIS  
413 North 4th St.





ESTABLISHED 1842

*"You can pay more, but  
you cannot buy more."*



\$85.00

AGENCY FOR EASTERN CANADA

Live Agents wanted in every town. Write for conditions. Good money to be made.

The only Polyglot Typewriter on the market  
writing 30 different languages and using 180  
different styles of type.



CANADIAN AGENCY

Every progressive stationer should handle the  
"Hammond." Exclusive agents wanted in each  
town. Good profits and satisfaction to customers.

## Librairie Beauchemin Limited

79 ST. JAMES STREET  
26 ST. GABRIEL STREET  
MONTREAL

Wholesale Books and Stationery

Established in 1842



New Warehouse



# VALENTINES'

---

SERIES OF

---

# HOLIDAY LINES

---

Hallowe'en Post Cards      Thanksgiving Day Cards

---

## CHRISTMAS POST CARDS

ONE HUNDRED NEW DESIGNS

INCLUDING **48** DIFFERENT  
STYLES

Special Canadian Subjects

ALSO

New Year Cards and Christmas Folders

---

### "MERRY TIMES ANNUAL"

is the title of a new book for children, profusely illustrated in color and exceptionally well gotten up. This is the first of these annuals, with many more to come

---

Our new line of Toy Books, shown in the shapes of dolls' houses, automobiles, tally-hos, etc., retail at 5 cts. They are suitable for hanging on Christmas trees or putting in children's stockings.

A Child's Game, educative of the different animals is entitled "Do You Know the Animals at the Zoo?" It is also to be had in "Flowers," "Birds" and other series.

---

## THE VALENTINE & SONS

### UNITED PUBLISHING CO., Limited

77 Bay Street  
TORONTO

1 Coristine Building  
MONTREAL

# Prepare for the Holiday Season

by stocking up with lines that will be most in demand. We have four departments fully equipped with the very latest stocks of standard lines—the season's newest goods with strong, saleable features. As usual the quality is beyond complaint. The makers guarantee that. If our travelers haven't reached you yet and you want to be supplied in a hurry, write us and we will give your order careful and immediate attention.

IMPORTED FANCY PAPETERIES  
FINE PRESENTATION BOOKS  
COPYRIGHT NOVELS

PRINTERS' SUPPLIES  
FANCY GOODS, DOLLS, etc.  
SPORTING GOODS & FLAGS

CHILDREN'S WAGONS and SLEIGHS  
TISSUE PAPER  
PHONOGRAPHS, etc.

We can supply you with everything in stationery, books and sundries at attractive prices. Be sure and see our lines before you buy. It may save you future regrets.

CLARK BROS. & CO., LIMITED

WINNIPEG, MAN.

## SCHOOL SUPPLIES

We have everything that schools need. We give special discounts to the trade. Why not get more school business, and write us for prices, samples and full information?

### There Is Big Business

being done in our lines of Art Materials, Maps and Globes, Tripod Microscopes, Dissecting Instruments, Insect Pins, Plasticine.

### Are You Getting Your Share?

*Write for Prices and Catalogues.*

**The Geo. M. Hendry Co., Ltd.**  
**20 Temperance St. Toronto, Ont.**

## National <sup>BLANK</sup> BOOKS



**M**ADE in all sizes, rulings and bindings to meet every requirement of the accountant. They contain paper of extra fine quality—the best products of the Holyoke Mills being used for the purpose.

The National Line also includes a wide variety of Loose Leaf Ledgers, Price Books and Memorandums.

**National Blank Book Co.**  
**HOLYOKE MASSACHUSETTS**

## You Can Sell These Pens



### The New "Rival" Fountain Pen

has certain desirable features which commend it to critical buyers. The gold in a New "Rival" nib is never less than 14k. They are fitted with hard rubber holders of the best shape and finest finish, containing an ink reservoir. The New "Rival" has a special feeding device consisting of two ink ducts, which draw ink from the reservoir to the pen with unfailing regularity and reliability. Fine, medium and coarse points to suit the fancy of all kinds of people. Plain and ornamental holders. Every New "Rival" Pen is guaranteed.

Canadian Representative

**D. W. BEAUMEL & CO., 35 Ann St., New York City.**

**A. ROY MACDOUGALL, 42 Adelaide St. W., Toronto**



**"World"**  
*The Best Blotting Made*

**"Hollywood"**  
*Second Only to "World"*



# Old and Reliable

Our brands of Blotting are well and favorably known throughout the United States and Canada on account of the superior qualities.

Sold by all leading dealers.

Write for a full line of Samples.

---

---

**THE ALBEMARLE PAPER MFG. CO.**

*MAKERS OF BLOTTING ONLY*

Richmond, Virginia

**"Reliance"**  
*Unequalled at the price*



**"Vienna Moiré" and  
"Directoire"**  
*The Leading Fancy  
Blottings*

# THEODORE ROOSEVELT IN AFRICA



Copyright 1909 by Charles Scribner's Sons

After Photo  
Taken at  
Kilima Kariu  
May 6 '09

Roosevelt's  
Own Account of  
His African  
Hunt will be  
Published  
Exclusively in

## SCRIBNER'S MAGAZINE

Commencing with the **OCTOBER**  
**ISSUE** and to continue for about a year.

News-stand sales and subscription  
orders will be very large. A great oppor-  
tunity for all bookstores and news-stands  
to make money.

All subscription orders from the  
trade should be sent to the publishers  
direct, as they offer better rates than  
any agency or other dealer can quote.

There is no extra postage charge  
on Canadian subscriptions.

*For information concerning rates,  
posters, etc., address*

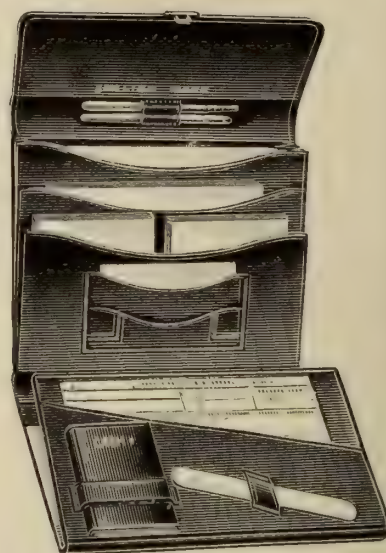
**CIRCULATION DEPARTMENT**

## SCRIBNER'S MAGAZINE

153-7 Fifth Avenue, - New York City

## High-Class Leather and Cabinet Ware

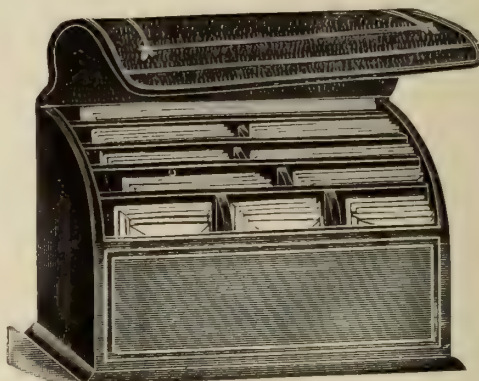
Travelling  
Writing  
Cases,  
Jewel Cases,  
Dressing  
Rolls,  
Stationery  
Cases,  
Bridge Sets



No. 531

## We are the Actual Makers

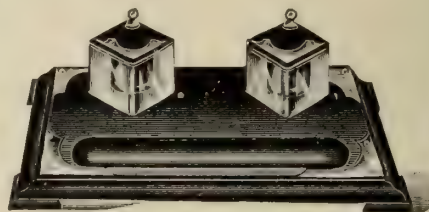
and Established nearly 50 Years



Mahogany Inlaid Satinwood Stationery Case  
Morocco Leather Cover.

Writing Cabinets, Automatic Writing  
Tables, Spirit Tables, Smoking  
Tables, Sewing Tables.

Inkstands,  
Letter  
Balances,  
Envelope  
and Paper  
Racks,  
Writing  
Sets



Solid Ebony, Silver Mounts

## W. H. Brand & Sons

Excelsior Works: 2, 3, 4 Hoxton Square, London, Eng.



# And this is but one among many

WE have received the following letter from a prominent merchant who has ample opportunity to know what the wall paper market has to offer:

*"I have seen most of the lines of wall paper this season and in my judgment STAUNTONS have them all beaten."*

With this he enclosed an order for over \$800.

WE want your wall paper business.

We can satisfy you so well that you will be glad you gave it to us.

In proof of this we quote you, not our opinions alone, but that of our customers.

We have never before seen such a line of wall papers and special hangings and we ask for the opportunity to show them to you.

May we do this?

Write us to put our line and prices before you as we are putting it before thousands of other merchants.

Write us to-day.



This is the STAUNTON trade-mark, placed on our goods for our mutual protection.

## STAUNTONS LIMITED

WALL PAPER MANUFACTURERS

933 Yonge Street

TORONTO

EVERY 15 MINUTES of the business day a retailer somewhere buys one of

## Dail's Sectional Cabinets



to display either magazines, post cards, tablets or bound-books. A year ago these same merchants said they would not have one of these cabinets in their store; they are now buying because they know that every dealer that is using them is increasing his sales.

Patent Pending

**No. 20 MAGAZINE CABINET**  
300 Magazines on 28 inch space

**IF YOU KNOW** that any fixture that economizes space and improves your display will **SELL GOODS**.

Write for Catalog of 37 Styles. It Will Interest You

**THE GIER & DAIL MFG. CO.**  
220 Grand Street  
Lansing, Mich.

# Lonsdale & Bartholomew

Limited

Bradford and Accrington, England

Publishers of

**"Art Series" Christmas Cards and Permanent Carbon Pictures**

We have recently opened an office at 300 St. James St., Montreal We intend to introduce in Canada this highly profitable line, and travellers will cover the Dominion shortly.

Sample Albums Free, showing cards, printed complete, in exact state as delivered to customer

## Lonsdale & Bartholomew, Limited

300 ST. JAMES STREET, MONTREAL

We supply Advertising Matter for Window Display

## Every Man with a Fountain Pen

NEEDS THE

# *Klymax Klip*



The only clip that gives entire satisfaction

Steel, 5 cents

German Silver, 10 cents

Rolled Gold, 25 cents



Show Cards for counter display, 1 doz. to 3 doz. clips on card, according to style of clip. Sells on sight

Discount to the Trade on application.

### Consolidated Safety Pin Co.

Department I,

Bloomfield, N.J.

## "Sports" Playing Cards

The Best Value in the Market

One of Many Varieties



LACROSSE DESIGN

Leaders in a second grade Good Luck and St. Lawrence

Special card for whist players Colonial Whist We are headquarters for Playing Cards—Made in Canada—Style and finish equal to Imported Cards.

Advertising Cards of all sorts, Novel designs Coated Litho. and Book Papers

FOR SAMPLES AND PRICES APPLY

### CONSOLIDATED LITHOGRAPHING AND MANUFACTURING CO., LIMITED

Successors to The Union Card and Paper Company, Montreal

## "WELLINGTON"

## Photo Specialties

### PLATES PAPERS FILMS

should be stocked as a side line by all stationers. The demand is already there. No technical knowledge necessary.

Mail us a Card for Particulars and Booklets

(WELLINGTON & WARD) WARD & CO.,

13 St. John Street, Montreal

Import Agents.



If you get stuck on

### Fancy Calendar Pads for 1910

It will be because your competitor had Elliott Pads and you didn't.

Proof of the superiority and salability of Elliott Fancy Calendar Pads will be cheerfully sent you in shape of a complete sample line if you write us for same.

Also remember the Elliott Line of Art Calendars.

THE  
CHAS. H. ELLIOTT  
COMPANY  
Philadelphia, Pa.



# Keswick Series

SEASON  
1909 - 10

Our  
Samples are  
Now Complete

and include some



QUITE NEW IDEAS IN

## Calendars and Texts

CALENDARS from 1d to 2s. each.

BOOKLETS, CHRISTMAS CARDS,  
MOTTO CARDS, BIRTHDAY  
CARDS, TEXT CARDS, POST CARDS

*We shall be pleased to hear from YOU!*

**WALTER C. WHEELER & CO.**

9 & 10 REDCROSS STREET, LONDON, E.C.

## PRINTERS

who wish to issue their own Book of  
Private Greeting Cards and build up a  
lucrative trade should have our

### SAMPLE BOOK OF BLANK CHRISTMAS CARDS

(All British Manufacture)

52 dainty, good selling patterns of varied design and  
high class manufacture ; from 12c. to 84c. per dozen  
(f.o.b. London, Eng.) including envelopes, nearly all  
with cord or ribbon and insets.

Any quantity by return mail right to end of season.

This is an opportunity to offer "something  
different."

You select cards to suit your customers' taste,  
print your own greeting, and fix your own prices.

We send this book post free for 65c.

**W. W. Russell & Co.**

CHRISTMAS CARD PUBLISHERS

East Dulwich Road

London, S. E.

## The Northern Mills Co.

PAPER MANUFACTURERS

### PRINTING — AND — WRITING PAPERS

Super-calendered, Velvet and Machine  
Finished Book, Litho and Antique Print-  
ing, Engine Sized Writing and Envelope  
Papers, White and Tinted Bond.

Typewriter Papers (Glazed and Rough  
Finished,) Envelopes, Bill Heads, etc.

Ask for "Canadian Bond," "Provincial  
Bond," "Adelia," "Northern Mills,"  
and "Federal Writing Manilla."

**Head Office, Montreal, 278 St. Paul St.**

Mills, St. Adele, Que.



## DAVID'S CELEBRATED INK

Unsurpassed for  
Quality and Value

Electro-Chemical

### BLUE BLACK FOUNTAIN PEN CARMINE

Manufactured by  
Thaddeus Davids Co.  
New York. Established 1825

## BROWN BROS.

Limited

Canadian Agents, Toronto

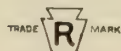
# Fancy Leather Goods

We make an extensive line suitable for dealers in Fancy Goods, Stationery, Haberdashery, etc.

Send for Illustrated Catalogue



Toilet Cases



**C. F. Rumpp & Sons**

Established 1850

PHILADELPHIA, PA., U.S.A.

New York Salesrooms

683-685 Broadway



Auto Luncheon Outfit

## ART SUPPLIES

Winsor & Newton's Oil Colors

" " Water Colors  
" " Canvas  
" " Papers  
" " Brushes  
" " Boxes

All kinds of goods for artists: Crayons, Oils, Mediums, Easels, Studies, &c

SEND FOR CATALOGUE

**A. Ramsay & Son Co.,**

MONTREAL

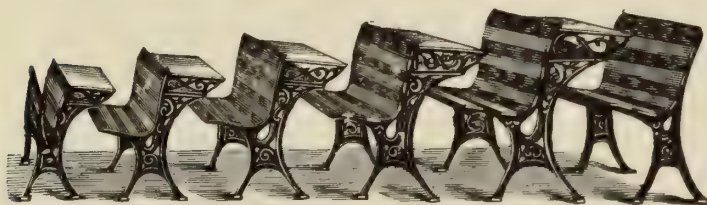
Agents for WINSOR & NEWTON, London

## CRAYONS

The "Standard" for quality, quantity, variety, economy, and satisfaction. Can be had only of

**The Standard Crayon Mfg. Co.**

Danvers, Mass.



FOR BEST VALUE IN

## SCHOOL FURNITURE

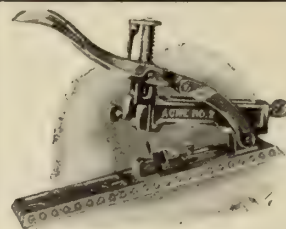
Write

**The JAMES SMART MFG. CO., Limited**

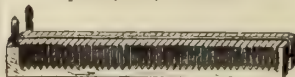
Brockville, Ont.

and

Winnipeg, Man.



Staples (No. 18) 5,000 in a box, per 1,000, 30 cents



## A Modern Device

The Acme No. 2 Binder

This is a machine that drives a flat staple that *holds*. It penetrates the thickest and toughest paper and will not tear the thinnest. Easy and convenient to work and will not get out of order, because it is simply made.

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tive Tables), interest for one thousand days can be ob-  
tained at any rate from ¼ per cent. to 10 per cent.,  
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# BOOKSELLER AND STATIONER AND CANADIAN NEWSDEALER

A MONTHLY JOURNAL DEVOTED TO THE INTERESTS OF THE BOOK-SELLING AND STATIONERY TRADES. SUBSCRIPTION PRICE: ONE DOLLAR PER YEAR; SINGLE COPIES, TEN CENTS. W. A. CRAICK, EDITOR

Vol. XXV

TORONTO, CANADA, SEPTEMBER, 1909

No. 9

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Durable

**PUMP-FILLING TYPE**

Large Ink  
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THE words "Waterman's Ideal" when connected with a fountain pen, always insure simplicity, reliability and durability. The history of the Waterman Ideal Fountain Pen industry shows no unsuccessful attempts in the manufacture of fountain pens. Until the value of an innovation has been proven beyond question, the "Waterman Ideal" trade-mark has never been linked with it.

The Pump-Filling Pen bears the words "Waterman's Ideal," therefore it is reliable, satisfactory and durable. There are no complicated parts or materials that deteriorate.

The Pump-Filling Pen dispenses with the ink-filler. It is filled as shown in the illustration by pumping the ink into the pen with a few slight movements of the unscrewed piston end. The pump may be used for cleaning as well as for filling.

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- The wide range of Gold Pens
- The Spoon Feed
- The Clip-Cap

Also made with  
**GOLD BANDED  
CAP**

which adds \$1.00 to the price of plain pens.



Operation  
of Filling  
(Sectional  
View)

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German Silver,  
25 cents extra ;

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No. 15 P 5.50  
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Cardinal  
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when closed



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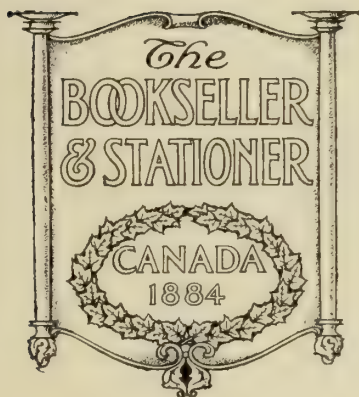
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NEW YORK LONDON PARIS



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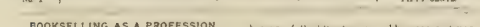
# Salutation



IN presenting to the trade in Canada this Silver Jubilee Number of *The Bookseller and Stationer*, we desire to express our thanks to the readers and advertisers who have stood by the paper so loyally during its twenty-five years' existence. ¶ It has always been our aim to endeavor to serve the best interests of the trade and that we have not failed in this purpose is abundantly demonstrated by the splendid patronage accorded to this Birthday Number by our friends in Canada, Great Britain and the United States. ¶ We would take this opportunity once again to pledge our unwavering support to the interests of the book, stationery and kindred trades in Canada. We go forward determined to work faithfully for the welfare of all engaged in the building up of these trades.

— *The Editor.*

In 1888, the MacLean Publishing Company purchased Books and Notions and in the following year enlarged

[illegible]

its inception in 1884, Bookseller and Stationer  
 oined numerous homes. Originally published at  
 ngton Street East, Toronto, it was removed in  
 8, to a room in the Mail Building on Bay Street.  
 umber of the same year it was taken to 5 Jordan  
 Another change was made in September, 1889,  
 ellington Street West. In May 1892, it was  
 o 10 Front Street East. In March, 1895, offices  
 red at 26 Front West. Finally in 1900, the paper  
 to 10 Front Street East, from which office it has  
 e been issued.

Contrasted with the first issue, the present number illustrates the development of the paper during the quarter century. Alike in its attitude to the trade, its contents, its make-up and its advertising patronage, it has taken great strides. It holds an unique position in that there is not a publishing house in the Dominion, engaged in the publication of books for sale through the book trade, and not a wholesale or manufacturing stationery house, with but one or two exceptions, that do not use *The Bookseller and Stationer* as a medium through which to solicit custom from the retail trade. Other papers may be well supported and may carry more advertising than *The Bookseller*, but very few of them have such a complete record. All of which goes to prove that this paper is in the closest touch with the trade it serves.

Since its establishment, Bookseller and Stationer has been in charge of several editors and it is a fact worth noting that each one of these men has achieved distinction in the work he has since taken up. After the acquisition of the paper by the MacLean Publishing Company, the first editor was C. A. C. Jennings, who was in charge until the summer of 1892. Mr. Jennings is now one of the editors of the Toronto Mail and Empire. Following him for three years was John A. Cooper, who resigned in 1895 to accept the editorship of the Canadian Magazine and who is now the managing editor of the Canadian Courier. After him the paper was under the editorial control of Frank Smith, who is to-day on the editorial staff of the Toronto News. His successor was Dr. A. H. U. Colquhoun, now Deputy Minister of Education of the Province of Ontario. In 1902, the present editor, W. A. Craik, succeeded Dr. Colquhoun and has ever since been in charge.

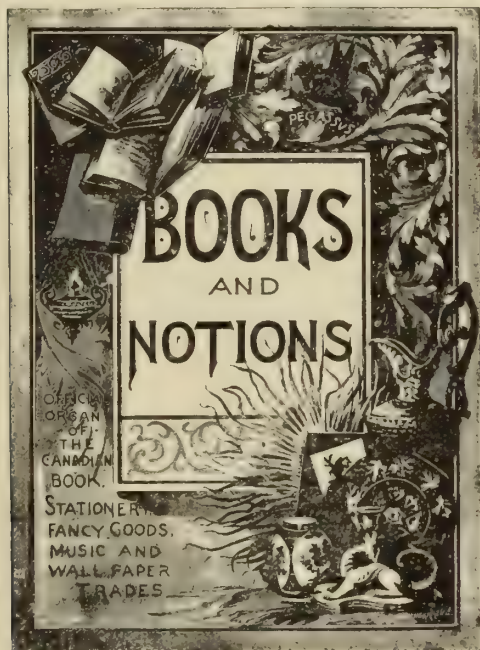
I am very glad to hear that you are to issue a special Jubilee Number of The Bookseller and Stationer. I hope the special number will have the success which it



deserves to have. Very few trade journals in Canada have ever reached their 25th birthday, and The Bookseller and Stationer is to be congratulated on its very lengthy and useful career.

*From Richard Brown, President the Brown Bros.*

We wish to convey our congratulations on your arriving at the silver jubilee of your twenty-fifth anniversary. We had the pleasure of advertising in your first num-



A Cover in Use From 1889 to 1895

ber, and believe have continued from that time to the present, and have very much pleasure in testifying to the great increase in your publication, and the great benefit it has been both to buyer and seller.

*From W. P. Gundy, General Manager W. J. Gage & Company.*

We are much interested in learning that you are about celebrating the twenty-fifth anniversary of Bookseller and Stationer.

We well remember when Colonel MacLean first embarked in trade journalism, and have watched with interest and considerable pride the growth year by year of this business, which has reached a point where the celebration of your Silver Jubilee may be regarded as a notable event in trade journalism.

May we offer our very hearty congratulations on the achievements of the past, and our best wishes for the future.

*From Henry Button, Manager Cassell & Co.*

Please accept our heartiest congratulations. Personally I feel convinced that the journal could not be in better hands, especially on such an auspicious occasion. The Bookseller is a monthly feast for myself, except of course when I observe that some other publisher or publishers advertise such books as "The Goose Girl," "The Ballads of a Cheechaka," or most important of all a new "Ralph Connor"! Of course, we ought not to expect to get all the "plums"!

Whilst you are celebrating your Silver Anniversary we are celebrating our Diamond Jubilee. We wish you continued success at the helm of such an important journal. We also trust that your efforts in regard to the

Booksellers' and Stationers' Association will meet with every success.

*From Frank Wise, Manager Macmillan Co.*

Permit us to offer you our sincere congratulations on your attaining the Silver Jubilee of your existence. We are sure that your efforts on behalf of the publishers and booksellers deserve the greatest appreciation.

Wishing you a long career of increasing activity and influence, we remain, etc.

*From S. B. Gundy, Manager Oxford Press.*

The Bookseller and Stationer to-day stands without a parallel as a trade paper. Long may it flourish!

*From T. H. Storey, Editor The Stationer, London.*

We note with great interest that you are about to celebrate your Silver Jubilee, and hasten to offer you the heartiest congratulations from the oldest journal in the trade in this or any other country.

We are this year celebrating our 50th year of publication and are glad to know that you are coming along.

Your paper is clean, smart and informing, and deserves to succeed, and we wish you the best of luck and success.

We hope your Silver Jubilee will be the forerunner of gold and health and happiness, without which gold is but dross.

## WEEKS-NUMAN CO. FORMED.

New York, September 1.—The business of the A. A. Weeks Mfg. Co. and the C. H. Numan Co., which have been for some months in the hands of a receiver, have been purchased with the title, interest and good-will from the receiver and will be continued under the title of The Weeks-Numan Company, Nos. 39 & 41 Park



Cover of the Coming of Age Number

Place, New York City, on a strictly wholesale basis. C. H. Numan and E. F. Perry will be the principals of the new concern, but will continue to travel and will shortly call on their friends in the trade. Canadian orders will receive prompt attention and the firm will guarantee immediate shipment after September 13.



# **MAKES EXHIBIT AT THE FALL FAIR—N. L. HAMLY OF PORT HOPE BELIEVES IN TAKING ADVANTAGE OF THE LOCAL FAIR—A MODEL ROOM WHICH HELPED TRADE**

The season of the year has arrived when the local merchant may find it advisable to give consideration to some form of advertising in connection with the fall fair. Not infrequently the introduction of a new department or other extension of business has been worked in advantageously with this occasion.

This was the course adopted by Norman L. Hamly, of Port Hope, when he broadened his enterprise as a printer and stationer, by the addition of a wall paper department. He attributes the steady growth of his business to a close study of the requirements of the people and in meeting those requirements with efficient service. He saw the importance of demonstration in the wall paper section and merely as an introductory scheme, decided to fit up a model dining room in the Fair building with special emphasis on wall-covering effects. Furniture dealers saw no advantage in collaborating in the idea, so he selected furniture from his own home and also found it possible to exhibit fancy goods and chinaware from his store in that connection. The result was that "Hamly's furnished room" proved one of the attractions of the Port Hope fair and it brought him good business. He intends to be represented by a similar exhibit this year.

Two years ago, Mr. Hamly's enterprise was confined to a small printshop and a \$200 stationery stock. Then he moved into larger premises and in addition to the original departments, is carrying photographic supplies, fancy goods, curtain fixtures, toys and games, wallpaper and fancy china, the latter two being his strongest departments.

Although he had had no wide experience in the business, as extended, he states that, in his buying, he was guided entirely by the expressed requirements of his customers, and that he carefully weeded out all sections which were not measuring up to the general average. The cash system, which he adopted from the outset, made this process an easy matter and he now has a well-balanced and progressive business.

## **TWENTY-TWO COPYRIGHTS CANCELLED — THESE BOOKS MAY NOW BE FREELY IMPORTED BY CANADIAN BOOKSELLERS—PUBLISHERS RESPONSIBLE FOR FAVOR**

It will be remembered that in the June number of the Bookseller and Stationer a list appeared giving the titles of some forty-two novels, which had been issued in cheap editions in the United States and which the Canadian holders of copyright were willing to allow to be imported by Canadian booksellers.

The fact that the Canadian publishers holding copyright in these books had formally expressed their willingness to allow their importation in the reprint form, was taken as sufficient ground for advising the trade to order the books freely. However, the authorities at Ottawa took a different view of the case and stated that they could not allow the books to come in, so long as they were entered as copyright at the Department of Agriculture. Their advice was to have the copyrights cancelled.

The Bookseller and Stationer referred the matter again to the various publishers interested, requesting them in the interests of the booksellers to comply with the requirements of the customs. Three publishers have already done so with the result that in the case of twenty-two books

Canadian copyright no longer exists and they may be freely imported. The titles and publishers are as follows.

### **William Briggs.**

A Dash for a Throne. By A. W. Marchmont.  
The Market Place. By Harold Frederic.  
My Friend Prospero. By Henry Harland.  
Nedra. By G. B. McCutcheon.  
The Two Van Revels. By Booth Tarkington.  
The Cross Triumphant. By Florence M. Kingsley.

### **Copp, Clark Co.**

The Helmet of Navarre. By Bertha Runkle.  
Her Mountain Lover. By Hamlin Garland.  
Prisoners of the Sea. By Florence Morse Kingsley.

### **McLeod & Allen.**

Beverley of Graustark. By G. B. McCutcheon.  
The Sherrods. By G. B. McCutcheon.  
House of a Thousand Candles. By Meredith Nicholson.  
The Puppet Crown. By Harold McGrath.  
The Secret Orchard. By A. & E. Castle.  
When Knighthood was in Flower. By Charles Major.  
Arms and the Woman. By Harold McGrath.  
By Snare of Love. By A. W. Marchmont.  
By Wit of Woman. By A. W. Marchmont.  
A Courier of Fortune. By A. W. Marchmont.  
When I was Czar. By A. W. Marchmont.  
The Queen's Advocate. By A. W. Marchmont.  
Mark Everard. By Knox Magee.

## **DISGRACEFUL STATE OF AFFAIRS IN ONTARIO—EATON COMPANY TAKES THE RETAILERS' GOOD MONEY BUT FAILS TO FILL ORDERS FOR ONTARIO SCHOOL READERS.**

When the Ontario Government presented the T. Eaton Company with a ten years' contract for supplying the new Ontario Readers, a most unfair situation was created, the evil results of which have been felt during the last few weeks.

The Education Department have been callous. They have stood bravely by their bargain despite the vigorous opposition of the Ontario retailers. They have told the trade that they wanted to give the people of Ontario cheap readers and that they accepted the lowest tender, regardless of any injustice that might be done to the merchants of the Province.

But even this callous government must surely see that there is a rank injustice being done the retailer who sends his cash to Toronto with an order for books and is told that the books are not ready. Is his money returned? Not at all. It is deposited to the credit of the big department store and earns interest for them, while the poor tradesman has to wait for his books. Meanwhile the bookseller's customers can send to Toronto and get the books by return mail. Why this discrimination? If the government failed to see a reason for opposition to their policy before surely it must be apparent to them now.

As evidence of this state of affairs, the following extract from the Sarnia Observer, of September 1, will prove valuable. "Sarnia school book dealers are almost disheartened about not being able to procure the newly authorized school books, for which parents and children are enquiring every few minutes of the day. Out of a large remittance sent direct to the T. Eaton Co. over two weeks ago, W. J. Proctor received only part of his order of primers, on which the transportation charges



took up about all the discount on the books, and up until to-day no word has been received from the Eaton Company when the balance of the order would be shipped. Geo. Parsons also sent the Eaton Co. a large remittance, but up until to-day has only received some primers and first books, no word about the balance. Thos. H. Manley had not received any word from his remittance of two weeks ago to the Eaton Co. until this morning when he received a letter stating they expected to ship his order in a few days. H. W. Fry and Albert Johnston, who have school books ordered both from Eaton and Toronto wholesale houses, are also without the new readers. J. D. Mills and A. P. McAlpine, who purchased their school supplies through Geo. Sulman at Chatham, Ont., have received part of their supply of readers. It is not the fault of the Sarnia dealers that there is not a full supply of school books in Sarnia at the present time. Their cash has been at Toronto for over two weeks. The Eaton Co. tendered for the school books, got the contract and agreed to supply the books. Our dealers have sent the money for the supply, but without any result. People going to a store expecting to find school books that their teachers advise them to get to proceed with their studies are disappointed. It hurts the dealer's trade and is an injustice to him in many ways. One would think that the government regulations controlling these school book contracts would compel the publishers to supply the books on cash payment in advance before school opens. The way Sarnia dealers have been treated, and it is the same in general all over Ontario, looks as if the supplying of school books to the public is to be used as a big boost to Eaton's mail order business."

## IMPORTANT MOVE OF THE CAMBRIDGE CORPORATION—TRANSFER THEIR RETAIL DEPARTMENT TO THE SCROGGIE COMPANY—WILL MOVE TO MCGILL COLLEGE AVENUE

The Cambridge Corporation Limited, 472 St. Catherine Street West, Montreal, have transferred their retail premises to the W. H. Scroggie Company, Limited, department store. The building adjoins the Scroggie premises and it gives them much needed and desired space. The Scroggie Co. have secured the lease of the Cambridge Corporation, which has three years to run. They also take over stock and fixtures to the amount of \$25,000.

A large portion of the stock of the retail business of the Cambridge Corporation Limited, operated under the name of E. M. Renouf, Limited, has been transferred farther east in St. Catherine Street, to the premises of Foster, Brown & Co., one of the oldest booksellers in the city. The two businesses will now be conducted under one roof as Foster, Brown & Co., and they will comprise perhaps, the largest retail book concern in Canada.

Miss Poole, who has for the past twenty-seven years had charge of the retail business of the Renouf Co., will continue in the same capacity with the Foster, Brown Co.

The Cambridge Corporation is moving its wholesale offices to McGill College Ave., having taken over the entire building occupied by the Chemists & Surgeons' Supply Company.

The mail order business of this company alone has gone ahead so rapidly that even a larger place is required for this part of the business than the one they have just moved from. While the corporation is going out of the retail business in Montreal, they will continue their retail store in Quebec and their western offices at Winnipeg.

## MONTHLY REPORT FROM MONTREAL—COMMENTS ON THE TOURIST TRADE—THE BOOKS THAT SELL—PERSONAL ITEMS ABOUT THE MEN IN THE TRADE

Montreal, September 8.—The tourist trade throughout the past month was not as good as during the same period last year. Just what is the cause is unknown and the only thing it can be put down to is the "Back to Montreal" period, Sept. 13th to 20th. Undoubtedly many a tourist who has been in the habit of visiting Montreal during the summer months has postponed his visit. As a result booksellers and stationers situated along Montreal's gay white way are waiting anxiously.

The sale of post cards has been above the average during the past few months. Summer holidays have undoubtedly had something to do with this, as there is no doubt but that many a card was addressed to some summer resort and vice versa.

In the book line, "The Inner Shrine" has the greatest demand at present, but is closely followed by "The White Sister." "The White Prophet," Hall Caine's new book has started out well and the way retailers are talking about it, it should be among the best sellers this fall.

H. H. Hebb, with the L. E. Waterman Company Limited, Montreal returned about the 1st of the month



H. H. HEBB

As He Does Some of His Traveling for The L. E. Waterman Co. of Canada

from an extended trip through the Canadian west. Mr. Hebb, however, was not selling pens on this trip, but was out interviewing and educating the Indians as per above illustration.

Particular attention is drawn to Robert W. Service's new book the "Ballads of a Cheechako," published in \$1 and \$1.50 editions; the last mentioned being profusely illustrated.

Another good seller at the moment is "The Score," published by Dutton. There is also quite a feeling for "The Glory of the Conquered," published by McLeod & Allen. Macmillan also has a pretty good seller in "The Romance of a Plain Man."

W. E. Smith, with the L. E. Waterman Co., New York, visited the Montreal quarters last month. He was accompanied by Mrs. Smith and family and they made the journey in an automobile.

F. D. Waterman, president L. E. Waterman Company Limited, spent a few days at the Laurentian Club, Laurentian Mountains. He was accompanied by his family.

Geo. J. McLeod, of McLeod & Allen, Toronto, paid Montreal his annual visit last month. He booked quite a few bulky orders.

C. J. Musson, of the Musson Book Co., Toronto, was also in town about the same time and was pleased with his trip.

H. Copp, of the Copp, Clark Co. Ltd., Toronto, dropped in to Montreal about the end of last month. He did well.

Wm. C. Bell, with the Musson Book Co., Toronto, was also in town booking orders.

Mr. Douglas, with MacMillan Co., Toronto, was in town about the middle of August on business.

Mr. Hoover, well known to Montrealers as having successfully represented The Morang Co., and later on the Macmillan Co. has been recently appointed manager of the book departments of the up and down town stores of The S. Carsley Co. Ltd., Montreal.

## SCOTTISH FIRM GETS CONTRACT—THOMAS NELSON & SONS, EDINBURGH, TO SUPPLY MANITOBA READERS FOR TEN YEARS GOVERNMENT BUY FROM THE PUBLISHERS

Winnipeg, September 8.—At a meeting of the ministers of the local government this morning it was decided to accept the tender of Thos. Nelson and Sons, of Edinburgh, Scotland, for the supplying a primer, first and second reader, which books are now being distributed free to school children of Manitoba. Theirs was the lowest and most satisfactory tender submitted. The contract is a ten year one, and goes into effect Jan. 1, 1911, the present readers being used up until that time.

The contract also provides for the supplying of a third and fourth year reader, that is, if the government should decide to place these books on the free text list. If they should decide to do so, they can place their order with the firm any time within the period of the ten years, and the books will be supplied at the price named in the tender that was opened to-day.

All the well known publishers in the Dominion submitted tenders, but none were nearly so low as that which was accepted. One of the conditions that had to be met by those tendering was that they had to state their price f.o.b., Winnipeg, and even at this, the Scotch firm was away the lowest of them all.

Under the old contract, which was a joint one with W. J. Gage and Copp, Clark Co., of Toronto, the government paid 54 cents for the primer, first and second readers plus the freight from Toronto. Under the new contract with Thos. Nelson & Sons, the government pays but 31½ cents for the same three books f.o.b., Winnipeg, this meaning a saving of 19¾ cents on the three books and the freight from Toronto, over the old contract.

## PERSONAL AND TRADE ITEMS OF INTEREST—VALENTINES BECOME A CANADIAN COMPANY—SOME ASSIGNMENTS—WATERMANS SELL PENS IN NEW ZEALAND

Masson & Fils, booksellers and stationers, Quebec, have registered.

A. H. Stratton & Co., Peterboro,, are advertising their business for sale.

George D. Scott is now showing A. Roy MacDougall's complete line of leather goods to the trade in Western Canada.

W. P. Rutherford & Co., Toronto, dealers in stationery,

have assigned to Andrew Stuttaford. A meeting of the creditors was held on the 9th inst.

J. Johnston, Merriekville, has disposed of his stock of books, magazines, post cards, etc., to G. W. Elliott, who has taken over that branch of the business and will continue it at his drug store.

A. J. Blowes, bookseller and stationer, Mitchell, returned the end of August from a two weeks' holiday at his summer cottage at Grand Bend, which has become quite a popular summer resort.

L. E. Waterman Company, Limited, Montreal, have received a large order for Waterman's Ideal Fountain Pens to be shipped to New Zealand. These goods all bear the trade mark and "Made in Canada" stamp.

C. A. Ross, the managing director of The Cambridge Corporation Limited, Montreal, leaves on October 8th for England, where he will arrange for important agencies in connection with the company for next season's trade.

The Canada Fine Art Company, which sells private greeting and Christmas cards direct to the consumer, has opened an office at 23 Jordan St., Toronto, and reports doing a very large trade in the various cities and towns which their representatives have visited.

Earl Curran, formerly of The St. Thomas Journal, in company with H. A. Turnpenny, will shortly open up a book and stationery store in the old Ingram & Davey building, St. Thomas, recently occupied by the New Lyric theatre. The firm are at the present time in business in Sarnia.

The Valentine & Sons Publishing Co., Limited, of Montreal and Toronto, have now become a Canadian company, under the style of The Valentine & Sons United Pub. Co., Ltd., working under a Dominion charter, and greater developments may be looked for by this concern in the near future. Their work is already known throughout the Dominion, and many new and attractive lines will be added to their already extensive range of goods.

## NOCTURNAL VISIT TO PUBLISHING HOUSE—BIG HYMN BOOK SHIPMENT GOES OUT FROM THE OXFORD PRESS—A GREAT EVENT IN THE PUBLISHING WORLD

At a late hour on the evening of Labor Day, I was summoned to the telephone and, quickly responding, was asked the question:

"Can you come down town to the Oxford Press office? We have something here that we want to show you."

At first I felt like demurring, but Mr. Gundy is such a good friend of ours, I thought it would be most discourteous not to try to oblige him, and at any rate I hardly thought he would be the man to hoax me. So I assented and he kindly announced that he would send a taxi-cab up for me.

It was about eleven when I reached the office on Richmond Street. On entering I found the entire staff of the company hard at work in their shirt sleeves. Mr. Gundy welcomed me cordially and at once explained the reason for the nocturnal visit.

"We have got our shipments of the new English Church Hymn Book all ready now and I wanted you to see the extent of them before they went out. Promptly at seven o'clock to-morrow morning the Grand Trunk and C.P.R. freight drays and the express companies' carts will arrive to clear them out, and by eight or nine o'clock there will be nothing left to show you."

Mr. Gundy and Mr. Stewart then conducted me up and down long aisles between piles of cases and express parcels, many of which were labelled to booksellers



with whom I was well acquainted. There were over five hundred different addresses and all were being attended to on an equal footing. Only in the case of some of the editions with music was there any shortage, but this, according to Mr. Gundy, would be remedied on the arrival of new stock in the next few days. It was indeed a great sight, for it showed not only a great event in church life, but it illustrated what could be accomplished by a modern publishing house. All these shipments had been made up in two or three days, for the books had only arrived from England during the preceding week.

"The great thing about it all, is this," said Mr. Gundy. "We have got an agreement by which the books will be sold at the regular retail price everywhere. The bookseller knows that he is not being undersold by the department stores, and he also knows that he is getting a liberal profit on every book he sells. I might say that the trade have expressed their appreciation of this arrangement in very kindly fashion. It means a big thing for them."

"Some complaint has been made," added Mr. Gundy, "that the department stores, while selling at the regular price, will pay postage on books bought from them, thereby competing on equal terms with the booksellers. While this is true, it is not likely that the public will go to the trouble of writing a letter to Toronto or Montreal for books, when they can see and purchase the books at home just as cheaply and far quicker. The bookseller will have his full profit while the mail order house will have to deduct the postage."

Mr. Gundy expressed himself as well pleased with the volume of orders received for the hymn book and stated that repeats would be filled promptly. W.A.C.

#### NEW STORE IN TORONTO.

"I opened a book store here because the people wanted one. They do not care to go down town to purchase the latest fiction and I have received many expressions of pleasure from the residents of this section since I have started 'Our Library,' which is the name I have given my bookshop." So spoke F. G. Lowe, 660 Yonge St. He has one of the neatest and most attractive book business in Toronto. There is a sense of roominess and freedom about the place that invites one to enter and inspect at leisure the various volumes found on every side. Mr. Lowe is decidedly original. Along the walls are slanting tables on which the books are placed in rows, lying flat. Their titles are easily seen and the editions can be examined at will. There are several display tables covered with red and hung with green and behind the curtains is kept reserve stock. The color scheme is effective and not too showy. "Our Library" is built on the square plan and has plate glass windows.

Mr. Lowe is a strong believer in effective window decoration and has sold a number of copies from the catchy way in which he has placed them at the front of his store, which itself is about 20x20 in dimensions. He reports trade to be increasing every week and is well satisfied with his venture. At the rear is the office of the Wardlow ePublishing Co., of which Mr. Lowe is manager. He has been connected with the book trade in different capacities for 17 years. Mr. Lowe runs a circulating library, the life membership of which is \$1.00 and he charges each member from 5c. a copy for each book that they take out. He also makes a specialty of British publications and Toronto view post cards.

#### TRADE NEWS FROM WINNIPEG — DELAYS IN GETTING IN SCHOOL SUPPLIES — BUSINESS GOOD OWING TO MEETING OF BRITISH ASSOCIATION — NEWS NOTES

Winnipeg, August 25.—The railway strike at Fort William seriously delayed the transportation of many lines of goods. Almost every wholesale house in Winnipeg have some complaint to make in this connection. It happened that when the strike was on there were two car-loads of books and stationery en route from the Old Land for Clark Bros., of Winnipeg. These cars were three weeks behind their scheduled date for arrival in Winnipeg making it impossible for the wholesale house to fill their orders promptly. This house had an exceptionally large list of orders for school supplies which they were unable to fill in time for the opening of rural schools on August 15. As a result Clark Bros. have been filing complaints from every corner of the west, and in some sections the opening of the schools had to be postponed until books and supplies were available. When the goods arrived in Winnipeg, Clark Bros. engaged an extra staff of twelve men to open cases and make the urgent distributions. Efforts have been made to ship the goods to the more distant points first, and the management expect that every section will be supplied by September 1.

The retail trade is greatly stimulated at the present time owing to the great number of visitors in the city attending the British Association for the Advancement of Science. Not only has the transient trade revived but the requirements of such a unique affair as the association meetings now in progress, are such as to greatly benefit the stationery trade. As an instance of the increased trade, the Russell, Lang Company are supplying twelve lanterns to be used in the illustrated lectures given in the various sections of the association. They have also supplied several slides for use in the lanterns. Local retailers are well satisfied with the manner in which the summer trade has been sustained. The future looks very bright. The schools and colleges are opening this month and the supplies for the year will be heavy. There is always profit in handling stationery and the majority of retailers deal more extensively in this line than in books. The nature of western people is such as to be discouraging to the book trade. Westerners do not read for self improvement but they would do anything for money. However, we are living in hope to become a better and more sane people. Retailers persist in carrying the best and most popular fiction and reap what harvest they can in this line.

The Richardson-Bishop Stationery Company are well satisfied with the change in business location. Their records show an advance of 35 per cent. in the past month over the month previous. This is due largely to fact that they have been enabled to carry a wider range of goods on account of increased space. Mr. Bishop spent the month of August in the Lake of the Woods district for a rest.

Wholesalers and jobbers report trade in an excellent condition all over the west. They are not collecting very heavily but with the present crop outlook, they can afford to wait for cash for a few weeks. The general lines have a good market and travelers are reporting conditions favorable everywhere. Recently a traveler stated that it was quite noticeable in districts where the crop outlook was not large that the stationers were very conservative, while in other sections where wheat was going to average thirty bushels to the acre the retailer was exuberant and bought freely. Wheat is king at the present time at least.

# TIMELINESS IN ADVERTISING — A COUPLE OF USEFUL SUGGESTIONS ADAPTABLE FOR CREATING A SPECIAL DEMAND FOR GOODS — VALUE OF WINDOW DISPLAYS

By WILLIAM G. COLGATE

One of the greatest drawing features in advertising is timeliness. That is the capacity to perceive and the ability to seize hold of a passing public fancy and convert it into advertising capital which in turn changes it into cold hard cash.

Let me illustrate. When Thomas W. Lawson was indulging in a series of broadside attacks upon the methods of "The Ring" in a certain popular magazine,

## THE BOOKSTORE

Now comes the KODAK SEASON. Remember that we handle  
The EASTMAN Line of Kodaks and Supplies

|                                                                         |                                                                                                                                                                    |                                                                       |
|-------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|
| <p>We will do your printing and developing. Good work at low rates.</p> | <p><b>STOCK ALWAYS FRESH</b><br/>No light-struck or out-of-date goods. We give a <b>square deal</b> in every transaction. That's the reputation of this store.</p> | <p>See the new Folding Brownie, post-card size,<br/>Price \$10.00</p> |
|-------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|

**F. I. WEAVER & CO.**  
Stores at Berlin and Waterloo

The Original Ad.

a news-dealer saw his chance to make a little money out of the generous publicity they were giving the famous citizen of Boston and got together all the newspaper and magazine notices he could conveniently collect. These he pasted neatly on a big sheet of thick cardboard and hung it close against the window so that it could be easily read from the outside. Inside was a striking arrangement made up of the magazine publishing the article. In the centre of the display was a large portrait of the author artistically framed. Prominently placed was a plainly lettered card with the suggestion: "You can find out all about it for 15c." The feature was timely and "caught on" with the public. An almost constant stream of magazine buyers testified to the success of the scheme.

Another newsdealer when a prominent lecturer, author or actor visits the town, about whom there is anything published in book form, will make a special display of the appropriate work in his window. This idea is good because of its suggestiveness. Most people who are going to attend a play or a lecture like to know something of the subject beforehand, hence the profits which accrue to the dealer who keeps these facts in mind. During the last season several book plays visited the newsdealer's city and in each case he made a special display of the books from which the play was adapted, using whenever it was possible to obtain them, an autograph portrait of the leading actor, together with pictures showing actual scenes from the play. He invariably succeeded in attracting crowds to his windows, who if they didn't all buy, at least became good advertising mediums.

As book plays are usually associated in the first instance with "stars" of big magnitude, the difficulty of obtaining portraits and descriptive matter is not great. They can be taken from the magazines if not obtainable anywhere else. The book play does not confine itself to the opportunity of selling books. Frequently pictures of the star or of prominent characters in the play by leading artists and illustrators will have a large sale.

I remember on one occasion a prominent Toronto

bookseller was loaded up with a stock of bound portraits of Henry Irving and Ellen Terry showing them in the more important of their numerous roles. These were drawn by a noted artist with a technique which was popular only among the chosen few. Consequently their sales were not such as to require any addition to the selling staff.

Along came Irving-Terry in a spring engagement of "Robespierre" and repertoire. The bookseller made a striking window trim of the novelized play, putting in three or four copies of the slow-selling portraits. This he did about three or four days before the night of the play's first appearance. After the company had left town there were no copies of the bound portraits to be had and the book had sold like the proverbial "hot cakes." Just another instance of a dealer's ability to grasp for his own advantage the psychological moment, or condensed into one word—timeliness.

Any of the foregoing suggestions can be tried out by the bookseller and stationer, and as they have outgrown the theoretical stage they should be able to prove to him their practical usefulness.

Contrary to the usual custom of many booksellers, F. I. Weaver & Co., who have stores at Berlin and Waterloo, use a liberal quantity of space in which to tell their story. This is a good policy, providing, always, that good copy is an inseparable feature of the announcement. With Weaver & Co.'s ad. these two factors are fairly strong, but the typographical arrangement is weak. "The Bookstore" heading does not fulfill the purpose of a catechline, which should catch the eye and invite further inquiry.

The one suggested in the reset specimen is better. It not only is more inviting, but gives present and prospective kodakers a hint as to the subject matter. Then,

THE BOOKSTORE

## Now comes the Kodak Season—

Remember, that we handle the Eastman line of kodaks and supplies. Our stock is always fresh. You won't find any light-struck stock or out-of-date goods on our shelves. Everything is bright, clean and brand new. See the new folding **Brownie**, post card size, price

We give a square deal in every transaction. That's the reputation of this store.

**\$10.00**

Just the thing for your holidays. Call and see us. An inspection of our stock does not obligate you to buy.

**F. I. WEAVER & CO.**  
Stores: BERLIN and WATERLOO

An Improved Display.

again, the arrangement of the type composition is simpler, which makes the general appearance of the ad. more attractive and easier to read. There is too much rule panel work in the original ad., which is apt to confuse the reader's eye and cause him to pass it over as being too difficult to decipher. It is far better to err on the side



of simplicity than to depreciate the value of good copy and white space by over-ornamentation and careless type arrangement. A comparison of the two ads. will suggest the points of error and how they were corrected. Next to good copy, good typography is the most important essential. In fact, it may almost be said to take first place, as good or poor typography will frequently make or mar an advertisement, aiding or discounting the efforts of the highest-salaried ad-writer. So it pays to give close attention to the work of the compositor on your advertising, if you want it to bring the desired results.

Ever aggressive and thoroughly modern in its ideas, the Mallagh Bookshop, London, Ont., recently sent out a circular letter to its customers, neatly printed on good quality notepaper, advocating the use of private greeting Christmas cards, and asking for the privileges of calling personally with a book of samples. The idea was well conceived and executed. The stock and printing were of a style and character calculated to leave a pleasing impression with the recipient, which, no doubt, resulted in many favorable responses being received.

## **F**ORT WILLIAM NEWS—BUSINESS BRIGHTENING UP—SCHOOL OPENING TRADE—LOCAL STORES GETTING NEW CUSTOMERS—INCREASED TRADE IN CANADIAN PAPERS.

Fort William, September 4.—During the early part of August the stationery trade was quiet, but the last three weeks witnessed a big change. Everything is picking up nicely and everyone is getting settled down to hard work again. The holiday souvenir trade has been large, and still continues to be far ahead of any previous year. Picture postals have been in large demand the last two months, and all booksellers are pleased with their sale.

School opened here on September 1, and that influenced trade somewhat in an upward way. Although the city supplies the readers and most of the stationery, etc., to the pupils, there are a lot of other necessities that the pupils must provide themselves with. J. Edgar Rutledge got the contract, this year, for supplying the readers, scribblers, exercise-books, pencils, pens, ink, etc., to the public schools of this city. This contract amounts to a big sum. Over fifteen hundred (1,500) readers alone were supplied this year, and many thousand scribblers and exercise books will be used.

The news trade in Canadian papers and magazines is increasing steadily. One firm reports that it is continually increasing its orders from the supply houses.

A number of firms in this city, who have been buying their stationery in the east previously, are now buying their supplies in Fort William. Large and good stocks are kept in all the stores, and the companies are recognizing this fact.

One of our leading stationers remarked that the writing paper trade seemed to be shifting from the use of fancy papeteries to that of the staple pad. Many good papers are kept in the pad form and they seem to be much more handy.

Alex. Stewart, of Stewart & Thompson, accompanied by his wife, is spending a short vacation in Duluth and other American cities.

P. J. Plaskett, Copp, Clark Co.'s traveler, is in the city this week.

Mr. Barkwell, W. J. Gage's representative, is also here, showing his wares to the city merchants.

## **TWO GOOD YARNS.**

W. O. Foote, of Atlanta, Georgia, told two good stories in the course of an address on "Expenses and Income" at the Toledo Convention. Speaking of round about methods, he said, "Down in Georgia the 'possum grows. Certainly some of you have heard of it, for we feed the President on it when he comes that way. The boy may have a habit of hunting 'possums. I remember some of us went on a rainy night, just an ideal night for 'possum hunting; we got our dogs together and started out. We had good success, hunted all night until about three o'clock in the morning. On our way home we discovered that we were lost, hopelessly lost. There was nothing to do but wait for the sunrise to find our way home. A lost man always gets hungry, so we immediately discovered we were hungry and must cast about for something to eat; so we sneaked around through the woods until we finally came to a fence and crawled through and there we found a very fine potato patch. From that time on we spent our time slipping over the fence and grabbing a few potatoes and getting back into the woods, where we had a fire under the shelter of a friendly rock, and roasting and eating those potatoes. We kept that up, and we were all satisfied just about the break of day when we could find our way home. The sun came up, the clouds had cleared away, and as the light suddenly burst over, we looked about to find we were in our own back yard, and there was our friendly potato patch about a hundred yards away."

When he opened his speech, Mr. Foote said:—"Some one told me I would have to make an introduction to the paper; that it would not go without an explanation of why I was induced to read it. I hadn't written that; I intended to wade right in the paper. I was informed at recess here that I should explain why I was finally prevailed upon to write this paper. In my boyhood days I became intimately acquainted with a dog. Mr. Falconer, of your Programme Committee, has been trying to put me out of business, I think, in Georgia, as a competitor, and he saw his opportunity. Mr. Falconer knows that I am not a stationer; I am somewhat of a poor printer. My reason for accepting this brings me back to the dog. This dog, we boys used to catch on all occasions after a hard race, and tie a tin can to his tail filled up with rocks. After it was securely tied we would turn him loose and down the lane he would go as hard as he could, and we after him, and he would generally wind up by running through the yard and running right between the cow's legs where my father was milking. Looking for the dog one day, after we had searched a good while, we at last found him down the lane a piece. He had been going along the road and he had discovered a tin can in the fence corner, and he had backed up to it, waiting for us to come and tie it onto his tail. If I can go down the line and scatter around a few rocks that will at least afford you a little amusement in this paper, I will consider the paper worth reading."

## **INTO BOOKS AND STATIONERY.**

A. L. Green, druggist, Belleville, has gone in actively for the sale of books, magazines and stationery and is pushing that end of his business. Mr. Green is well known in retail circles in the province, having been prominently associated with the Retail Merchants' Association. He started in business back in 1871, buying out J. C. Holden, who had been in the drug trade in Belleville since 1845. Mr. Green moved some time ago into the old Harrison Book Store and it is quite appropriate that he should go into the book business there. Actively associated with him in business is his son, J. W. Green.



### A Three-Storey Front

the stock and conducted the business for 16 or 18 years. Riee & Chapple bought him out and some years after disposed of their interests to a brother of the present proprietor. Since 1893 the business has been run under the style of Sifton & Co., the partnership consisting of J. F. Sifton and Miss Mills.

### An Imposing Front.

The store has a most imposing and attractive exterior appearance, is of good dimensions and has a fine bay win-

dow on every floor. This results in the display of goods to such advantage that they can be seen from a considerable distance, and thus they attract considerable attention. On either side of the lowest display window are entrance doors. The firm deals extensively in stationery, fancy goods, sporting goods, small wares, china, baskets and other lines.

Sifton & Co. do not do any advertising for several reasons. One is that the proprietor, who is ably assisted by Miss Mills in the management of the establishment believes strongly in effective display and changing the window trimming frequently; then, on account of the stand being in the same business for over half a century, the place is exceptionally well known. Again, all cars stop within a few feet of the store or directly in front of it and the premises with their handsome front and showy windows naturally draw trade. Mr. Sifton therefore, claims that, while advertising is a good thing in many instances, still his is an exceptional case for the reasons stated.

## The Sale of Stamps.

When asked about the sale of postage stamps, Mr. Sifton said that, during some weeks, they disposed of as many as \$100 worth and even more. Although the percentage is small, he made enough out of selling stamps to pay his gas bill; gas, however, is very cheap in London. The store closes at six o'clock the year around, except on Saturday and the nights preceding a public holiday.

Mr. Sifton, who is a member of the executive of the Canadian Booksellers' and Stationers' Association, began business sixteen years ago without any experience, "coming off the farm" as he expressed it, "to serve behind the counter." The booksellers of London are all on a friendly basis and there is little or no price-cutting. A schedule is agreed upon and is pretty well maintained. Mr. Sifton believes that the association can be of help to the trade generally and says there is no reason why it cannot be of advantage to every individual member. For instance, he added, "If I had a slow-selling book or line of books, why should not I communicate with a brother bookseller in some other town and see if he cannot dispose of them, for different localities have different tastes? One book or edition that does not sell in one centre may go very well in another." Mr. Sifton believes in the policy of having all prices in plain figures and prominently displayed. He does not handle wallpaper, as he has not the room and knows nothing about it. Neither does he sell pictures, nor do picture-framing.

Discussing various trade matters, Mr. Sifton said that local views were the only kind of picture post card that took well. Foreign views, jokes, caricature and so-called loud or flashy designs have a very limited market. The sale of view cards was steady and brought a great many people to the store, who often purchased other mementos. Mr. Sifton says that they keep a few of the leading copyright novels, but do not go in heavily for them except at Christmas time, which is the great book-giving season. No paper bound books or reprints are stocked and no standard authors' series.

Reverting to the school book question, the proprietor said there was no use kicking now about the contract for readers as matters could not be remedied. The discount



of 20 per cent. for cash, although less than the former one of 25 and 5 would, he thought, have a steadying effect on the trade and was less liable to result in price-cutting, which had been practised by some departmental stores outside of Toronto. These would either sell the books now at the regular figure or not handle them at all, as the commission was so small. He was not in favor of the Government putting in a printing plant and supplying the books direct to the consumer, as that would take the trade away altogether from the stationer.

Sifton & Co. handle all kinds of personal and office stationery and go extensively into toys, china and fancy goods. In the latter they endeavor to cater to all classes and have different kinds of goods to please every taste. No crockery is carried. In china a good margin of profit is made on such leading varieties as Haviland, Royal Doulton and Royal Crown Derby. The cheaper grades are not touched by the firm.

## Toys in Infinite Variety.

Toys are stocked in infinite variety. They sell steadily the year around. No trash is to be found on the shelves



JOHN F. SIFTON

as the loss on flimsy and frail devices is too heavy. "By that I mean," said Mr. Sifton, "anything that sells for less than 25 cents. We have magic lanterns that cost all the way from 15 cents to \$15, and the expensive kind goes well. Then there are steam engines, rocking horses, automobiles, wheel barrows, dolls, playhouse furniture and many other things that I might mention. We have very little loss or trouble through breakage. The latter I suppose does not amount to \$5 a year and any smart boy with a little mechanical skill or ingenuity can easily repair a toy that gets out of order. Our second floor is devoted entirely to toys during Christmas week. Whether a visitor is making a large or small purchase, we generally finish up with one customer before waiting on another. It is better to give individual attention rather than to rush from one to another in a vain attempt to wait upon and satisfy everybody. We find a steady trade in toys the year around and it is particularly lively during the holiday season. We also handle baskets, games, and other lines. They are ready sellers and bring other people to the store."

Sifton & Co. conduct a progressive sporting goods de-

partment. There is always a continuous sale at the various periods if seasonable stuff is handled. It has to be looked after and the stock carefully assorted. Sifton & Co. have long been recognized as the fancy goods centre of London and they do a good general trade. Their stock runs from \$8,000 to \$12,000, according to the season, and a jobbing business is carried on with the smaller dealers in London and surrounding towns.

"No," concluded Mr. Sifton, "our place has not hardwood floors, silent salesman, show cases in long rows, elaborate mirrors or expensive fixtures. I am not depreciating the value or effect of all these but, where the stock is assorted like ours, I believe that fittings of a modest character catch the most people with whom we desire to do business. We like to get the crowds, to have the store filled and to be on the move for the general trade is the one that after all is the most remunerative in a business such as we have established and built up to its present gratifying proportions."

## A. A. PERRY & CO.'S NEW STORE.

Welland, September 1.—A. A. Perry & Co. opened in their new premises in the Ross block to-day. A handsome plate glass front has been put in with deep show windows, and there is a metropolitan style about the business that immediately arrests the attention of the passerby. No one passes without admiring, and words of praise are redoubled when the interior is visited. Certain it is that Mr. Perry need take second place to no one in creating a book store of special attractiveness. No city establishment is more up-to-date; theirs is a business place to which all Welland can point with pride.

A new hardwood floor has been laid and the interior has been renovated and decorated, making practically an entirely new store. To the left of the entrance is located the postcard department and for the convenience of the public a writing desk, stamp counter and mail box. Nothing is lacking. Then come stationery, sundries, school books, etc. Leather and fancy goods make an attractive display in silent salesmen near the front of the store and in the rear on this side is located the wall paper department.

Ivey & Darby, florists, occupy a space to the right of the entrance and also the right show window, and their brilliant display adds a striking feature to the store. To the rear of the floral display are found bibles, hymn books and an immense stock of general books that will delight and interest the literati as well as the fiction lover. Magazines and newspapers are located here and in the rear are dolls, toys, etc., to make glad the heart of the juvenile visitor.

## A NEW STORE IN TORONTO.

W. Walling is a young man who is not afraid to take an aggressive step. He has opened up a book and stationery store at 1041 Gerrard East, Toronto. He has fine, large premises and handles all lines of stationery, crepe paper, picture post cards, sheet music, magazines and newspapers. He makes a specialty of British publications and delivers them at the doors of the residents without extra charge. He is also running a circulating library and reports that the prospects for the book business in the rapidly growing east section of the city are very bright. Mr. Walling has been about three years in Toronto and this is his first move in a business way. His store has two good windows, is admirably lighted, and roomy. Being at the corner of Galt Ave. and Gerrard St. it is in a favorable location to catch whatever trade is going in that part of Toronto.



# THE QUESTION OF THE DURABILITY OF PAPERS, INKS AND TYPEWRITING — VALUABLE REPORT PREPARED BY THE DEPARTMENT OF PUBLIC PRINTING AND STATIONERY — THE NECESSITY FOR USING PERMANENT INKS.

At frequent intervals the question of the durability of paper and inks, employed in books and documents required to stand the stress of time is discussed by various learned bodies. The following article bearing on this subject will be found timely. It is taken from the report of the Department of Public Printing and Stationery.

## Paper.

"It is important to recognize the fact that a great revolution has taken place in the manufacture of paper, and that a very large proportion of the books and documents of the present day are doomed to crumble away on the shelves of the archives and libraries established and endowed to preserve them. It is not, perhaps, to be regretted that the vast mass of cheap books and periodicals will be resolved into dust under the influence of light and air alone, without the aid of any human agency; but it is to be regretted that literary works of value and even documents of great importance are still written and printed upon materials whose perishable nature is not taken into account.

"The durability of ancient books is very remarkable. The productions of the very earliest presses have come down to us as bright and clear and solid as when they were first printed. The paper is tougher and the ink as black as in works of the present day. The books which Columbus read may now be read as easily as when they were first printed, and the notes he made on their margins are as legible as when he wrote them. The entries in the custom-house records of the reward paid for discovering America are still black; but upon the receipt for the amount paid in the Alabama award, some of the endorsements have turned brown and are fading away.

"The perishable character of the recently printed books is due mainly to two causes—the use of wood pulp not thoroughly prepared and the introduction of heavily clayed glossy papers necessary for printing photographic process blocks of low relief. The defective material in these last papers is covered up by the clay with which the interstices are filled and the surface covered. The weight of the paper is increased by the heavy loading, but a fold across the corner of a sheet will show that its brittleness is increased in proportion.

The danger of using paper made from wood for important documents was soon observed in Germany where such paper came first into use and, because of its cheapness, was very generally employed. The Prussian government took up the matter and made very stringent laws upon the subject. It established standards of quality, and enacted that all papers for permanent documents should be submitted to official tests. The issues of the German publishers for a number of years (until in fact quite recently when these conditions came to be appreciated) show abundant evidence in their brown margins and brittle edges of the perishable nature of the paper used.

"It is not, however, to be assumed that paper made with the admixture of wood pulp is to be condemned if the resinous matter is eliminated and only the wood cellulose remains. It is not likely that we shall ever again use paper so durable as that used when printing was first invented. The papers of those old days were made of linen, cotton and hemp fibres, and these materials are as enduring now as ever, but modern taste insists on their being bleached to a higher degree of whiteness, and as

will be shown later on, the traces of the bleaching agents left tend to decompose the writing inks in common use. What requires to be guarded against in the printing paper of government, is the admixture of mechanically ground wood pulp and the insufficient conversion by chemical methods of wood into wood cellulose.

"It has been asserted, but not proved, that cellulose derived from wood, even if pure, is different in its properties from cellulose derived from linen and cotton, and that any admixture of wood pulp is fatal to the permanence of paper. There can, however, be no question of the superiority of linen and cotton paper; the experience of many hundred years has established its unchanging endurance, but on the other hand there are many reasons for believing the two groups of cellulose to be at least chemically identical, and, if so, the question resolves itself into one of purity and thoroughness in manufacture. The first patent for making paper out of wood was taken out by Matthias Koops in 1801, and some sheets made by him at that time have recently been examined and show good results. But Koops did not grind the wood but sliced it and cut it into lengths of two inches so as to preserve the fibre. Moreover, he used only woods like the aspens and willows and avoided the resinous woods like the spruces which are mainly used in America. He had not discovered those processes for boiling which are now everywhere in use, by which such impurities are removed, and in consequence of which spruce has become the favorite material for paper making.

"Recognizing the importance of the matter, a clause was, some years ago introduced into all government contracts forbidding the admixture of mechanical or ground wood pulp in the papers supplied for printing books. Objection was taken at the time, but it was easy to show that in grinding the wood, the fibre and tensile strength are destroyed and, also, that the resins and acids are left in the pulp. Paper made from such pulp, no matter how it may be bleached, will, under the influence of light, turn brown and become brittle. It will return to its original color, as may be readily demonstrated by exposing an ordinary newspaper or cheap novel to direct sunlight. Chemical wood pulp, whether made by the soda or sulphite process, has not been found to act in that way but will retain its color and tenacity, and, not being ground but sliced, the fibre is sufficiently long to give strength. Still, however, it is necessary, even in the case of chemical pulp to guard against insufficient cooking; since, in that case, also, any impurities not removed would injure the durability and color of the paper.

"This condition had scarcely been inserted in contracts in Canada when H.M. Stationery Office in London was aroused to its necessity by complaints from the departments that the papers supplied were cracking at the folds and changing in color. The attention of the Public Printer at Washington was also directed to the same danger, so that in very recent years public documents will not be found with discolored margins, as was often the case from 1880 to 1892; for although wood pulp began to come into use about 1861, it was not very extensively used for printing paper until 1880.

## Writing Paper.

"If it is desirable to employ for printed documents paper of a reasonable degree of permanence, it is imperative that paper for the records of government should be



of the best and most enduring materials. For such uses nothing but paper made from rags should be employed. This has been done in Canada, because, since 1868, the Stationery Department has supplied nearly all the writing paper used in the various departments, and prior to that date writing paper was made solely from rags. One remark, however, seems called for, namely, that the old 'yellow wove' papers have gone entirely out of use and that writing papers are now bleached to a much higher degree of whiteness. This old 'yellow wove' was the natural color of the paper, the blue of old papers was an added color; neither was weakened by the bleaching action of chlorine. There can, however, be no exception taken to the quality of the writing paper used in the public service. It is made from rags and loft dried, and so long as the law is observed and all paper is purchased through the Stationery Office the quality will be looked after.

### Writing Inks.

"Remarks similar to the preceding apply with increased force to writing inks, and in Europe and America governments have generally recognized the importance of having all public acts recorded in permanent ink. The Imperial Stationery Office insists that all inks used in the departments shall be made in a certain approved method, and samples are tested from time to time to secure conformity to the standard. In February, 1888, the Minister of Justice of France issued a circular enjoining the use of sulphate of iron inks in all public or departmental offices, and also in all courts of justice and by all notaries or practising advocates. The most instructive inquiry, however, (because the most detailed), is embodied in a report made by the Hon. R. T. Swan, Commissioner of Records for the State of Massachusetts, and published in 1893. He found that up to about the year 1840, the acts and the records of the Commonwealth were in a fair state of preservation, but that many later documents were fading away. He found many of the returns of births, marriages and deaths in the secretary's office illegible, and the same was the case with many town records. In the indexes to the archives, written about the year 1840, the ink had faded so much that all the important words had to be rewritten. The results of the inquiry showed that prior to 1840 the inks in the records had preserved their color, but after that date the records were in various states of preservation and many were illegible.

"The question here is not to find an ink which cannot be discharged by a skilful use of chemical reagents; but to insist on the use of inks (and there are many such) which like the old inks, will retain their legibility and blackness for centuries. The first register of births, marriages and deaths commenced in Montreal in 1642 is in perfect preservation, and the signatures of the witnesses—founders of that city—are still perfectly legible.

"It fortunately happens that, up to a very recent period, the inks used in the public service at Ottawa have been made by well-known houses established for a long series of years. Of late, however, other inks are creeping into use, and efforts are occasionally made to introduce the products of unknown or inexperienced makers. There is a tendency to try every new ink brought along by agents. One person is taken by the color and another with the fluidity of an ink and, without any real knowledge or even thought of the importance of the matter, each tries to have some favorite ink introduced into his office. There is doubtless much writing which is ephemeral in interest, and might be written in fugitive ink without detriment to the public service, but an ink once intro-

duced into an office is apt to be used for every thing without discrimination.

### Typewriting Ink.

"The typewriting machine is fast superseding the art of writing by hand and, day by day, is extending in new directions, so that, not only letters, but deeds and notarial documents of all kinds are now written by typewriters. It is therefore important to inquire whether these documents are or are not permanent.

"Up to a certain point the answer is simple. All typewriting inks of green, red, violet and other such fancy colours and many blues are evanescent, and whatever is done in these inks will need to be rewritten, or will perish in the course of comparatively few years. Writing ink made of salts of iron, even if badly made, may, when faded, be restored by suitable processes; but these typewriting inks when faded will have disappeared beyond hope of restoration. It is needless to point out that the use of inks not known to be permanent should be forbidden in the preparation of all documents of record.

"During the last year I had under my notice a crucial instance of the different behaviour of inks under a severe test. In the fire at the West Block two letter books belonging to the Department of Militia were injured. Both were charred at the edges and had been thoroughly soaked with water to an equal degree. The signatures and all letters, in both books, which had been copied from writing ink were perfectly good and legible. The durability of good writing ink was evident, but the typewritten copies were very different. In one letter book not a single typewritten letter was legible. Every page was an indistinct blur of blue and purple. In the other book a different ribbon had for the most part been used, and every letter written with that was clear and distinct; while on the pages of the same book where other ribbons had been used not a single word or even letter could be picked out of the confused blur of color.

"The durability of typewriting has been made the subject of much scientific research; for its importance is great. In the departments at Ottawa very little attention is paid to the matter. Every person who runs a machine is allowed to use the ink which suits his or her fancy, and will insist on having it, and reports to his chief that no other ribbon will work on that machine. The chiefs have never thought about the matter, and to save trouble and argument the copyists are generally allowed to have their own way, although as a matter of fact ribbons of any established manufacture can be used on any machine in the service. The notion that special ribbons are necessary for the machines of special makers has no foundation.

"There are three classes of ribbons in use—the black or record ribbons which will not copy, the so-called 'permanent copying ribbons,' and the general mass of ribbons of red, green, violet and blue, which are all copyable. The first class—'black record' ribbons—have carbon for their base and are all permanent. Ink of this composition is for the most part used on carbon copying papers and, if the paper of the copy be of the proper texture, the resulting copies are indelible. The second class contains a number of ribbons which produce permanent writing and some which do not. The third class should be rejected without hesitation for everything but the most unimportant purposes. They may be easy to work and many other plausible reasons may be put forward on their behalf, but they are all fugitive.

"Experiments made at the Printing Bureau, however, show that, while the letters written by ribbons of the second class may be permanent, it does not follow that copies made from them are always permanent. This would appear to be caused by the fact that, even in the



'permanent' or 'indelible' ribbons, the copyable ingredient of the ink smeared on the ribbon is often made of an aniline color. The indelible or permanent ingredient may not be transferred by the slight dampness of the leaf of the copying book. While, therefore, these permanent ribbons are satisfactory for originals, there seems yet to be something wanted to prevent copies taken from them from fading. The instance above cited of the two letter books which passed through the fire shows that a type-writer ink may be found which will copy and still resist another wetting, but no experiments were made to prove whether the same ink will resist exposure to light.

"While, therefore, the enormous advantages of the typewriting machine will extend its employment more and more over the whole field of office work, it should be borne in mind that it has its own special limitations and that great care should be taken as to the ribbons made use of.

## SELLING BOOK CASES IS PROFITABLE— DEALER WHO MAKES THE MOST OF HIS OPPORTUNITIES IS THE ONE WHO MAKES THE MOST MONNY.

The man who scores the greatest success and makes the most of his opportunities is he who handles not only the best and latest goods, gives honest values and tells the truth about every article that he sells, but goes further than his competitors and carries his business to its legitimate conclusion.

I walked into the store of a bookseller in Waterloo County the other day and was somewhat surprised to see several sectional book cases in his well regulated and neatly arranged establishment.

"Do you sell book cases?" I asked with an inquiring look.

### Bring Good Profits.

"Yes," he replied with a smile, "why not? They do not take up nearly as much space as baby carriages, velocipedes, hand sleighs and waggonettes, and besides they work in very nicely with my trade. The profit on them is satisfactory and there is no loss or breakage. Of what earthly use is a library to the average man unless he has a receptacle at home for his books. He does not want the volumes scattered promiscuously about his residence—on tables, dressers and chairs—collecting dust and dirt. I have worked up a good trade disposing of sectional book cases and I intend to add to my stock and make it still more representative in character. I find this line the complement of selling books. It is a natural deduction of the business. A man, who owns several editions, will buy two or three sections to hold them and, if he has a case in his den or study not filled he frequently purchases more books—the works of standard authors or copies of popular fiction to see that it is filled."

### Keep Books Clean and Tidy

The speaker had certainly given visible expression to his belief and put into practice what he preached. He keeps all his Bibles and hymnals in one case. He has gift books in another and in a third a fine line of juvenile series such as Pansy, the Henty books for boys, etc., and in a fourth several popular and well bound novels—all kept clean and tidy and most attractively displayed. He said that it paid him to have the more expensive works under glass as they then always looked fresh and new.

Here is a pointer for Canadian booksellers. They will find that the margin of profit on bookcases is a good one,

that they develop trade, occupy but little room if placed along the walls, while part of the stock can be advantageously used in exhibiting several lines of books. The very fact that a customer sees a book store man devoting the different sections to such a practical purpose, arouses within him a desire to possess a like convenience. He naturally examines the cases, asks about the accommodation afforded, the quality, price, etc. If the proprietor or his clerk is a good salesman he has no difficulty in convincing the inquirer that he should have one of them in his home. Desire is thereby translated into action and a sale effected.

### A Necessary Department.

"Yes sir," remarked the stationer in conclusion, "I would as soon think of conducting business without advertising as to carry on trade in my line and not handle what every reader, every teacher, every professional man and every student possesses or rather should possess—a convenient, handsome and moderate priced book case. My stock here represents values from \$5 to \$25 according to the wood used in the manufacture, the finish and the number of sections in each case."

Here is the actual experience of a progressive bookseller and in it is offered a valuable suggestion that many other members of the trade, who may be looking around to adopt new ideas and add some profitable, easily carried and ready selling goods, may put into practice without any large expenditure and at little or no risk.

## PUSHES ENGLISH PERIODICALS SUCCESS- FULLY — A TORONTO NEWS DEALER'S EXPERIENCES — SALES OF ENGLISH MAGAZINES RUN UP IN THE HUNDREDS

W. J. Coombs, who for the past two years has conducted a stationery and news stand at 846 Queen St. E., Toronto has as agent for the London News Co., opened another stand on Queen St. W., where he carries British publications. He reports that the sale for these is daily increasing in Toronto and the prospects for the future were never happier. Of the 40 or more Harmsworth publications he sells 1,700 copies every week. He also handles Pearson's, Cassell's and the output of other well-known English houses. Mr. Coombs spends much of his time canvassing for subscribers to the English periodicals and finds that his reception is a cordial one. His daughter attends to the store, which is the distributing centre for all English papers. Mr. Coombs is also pushing British magazines and of some of the leading ones he sells as many as 150 copies monthly. He says that people buy the magazines that are known for their universally good stories and do not take them simply because of a pretty cover or unique design. There must be something more substantial to a monthly than a mere appeal to the eye or the whim of fancy.

### COLLECTING INFORMATION.

The L. E. Waterman Co. have been sending out printed blanks to the Canadian trade, on which they ask for information on a number of points connected with the selling of their fountain pens. For instance they inquire, "What class of general publicity (magazines, newspapers, signboards or circulars) sells the most pens?" "What three advertising mediums of national circulation do you consider the best?" etc.

The Waterman Co. report that a large percentage of the dealers to whom they have sent the blanks, have filled them in and returned them and from them they are collecting a great deal of useful information.



# HUNT'S ROUND POINTED PENS

THEY  
DON'T  
SCRATCH, BLOT  
OR SPURT

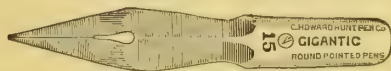
RECEIVED THE ONLY  
**GOLD MEDAL**

THEY  
DO  
WRITE RIGHT  
WEAR LONG

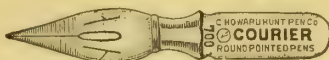
AWARDED TO STEEL PENS AT ST. LOUIS FOR

**EXCELLENCE OF MANUFACTURE  
AND SUPERIORITY OF FINISHED PRODUCT**

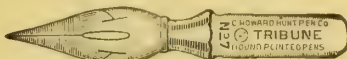
## FOR GENERAL WRITING



No. 15. GIGANTIC—Firm action. Exceptionally durable writing pen. 90 cents.



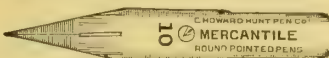
No. 700. COURIER PEN—Medium points. For general writing. 80 cents.



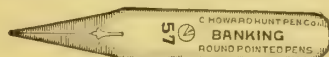
No. 7. TRIBUNE PEN—Medium points. Very popular for general writing. 80 cents.



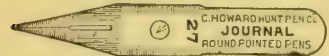
No. 97. FALCON PEN—Medium fine points. Made in colors, white or bronze. 65 cts.



No. 10. MERCANTILE—In white or bronze. Fine pen for general purposes. 75 cents.



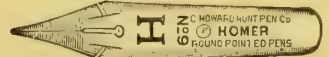
No. 57. BANKING—In white or bronze. A popular general writing pen. 75 cents.



No. 27. JOURNAL PEN—Medium points. Good business pen, new. 75 cents.



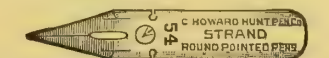
No. 42. RIGID—Very firm action. Extensively used by Banks and business houses. 75 cents.



No. 9. "H" or HOMER PEN—Medium points. For general writing, new. 80 cents.



No. 46. ELASTIC—Medium point, springy action. 75 cents.



No. 54. STRAND PEN—Elastic action. Medium fine points. 75 cents.

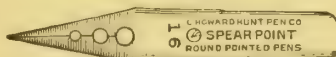


No. 24. LEDGER—Ideal Pen for bookkeeping, correspondence and card entries. Fine point, 80 cents.

No. 4. ARROW—75 cents

THEY ARE THE  
RESULT OF OUR PROCESS OF  
ROUNDING THE POINTS

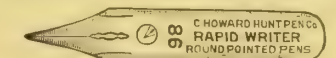
## TURNED UP POINTS AND MANIFOLD PENS



No. 16. SPEAR POINT PEN—Medium fine point, long nib, flexible action. A very desirable pen. 75 cents.



No. 6. SPEEDAWAY PEN—Turned up point, rigid action; holds plenty of ink. 75 cts.



No. 86. RAPID WRITER—Turned up points. For rapid writing. 75 cents.



No. 86 E. F. RAPID WRITER—Turned up point. Finer point than No. 86. 75 cts.



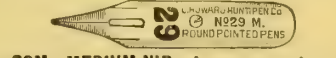
No. 513. GLOBE—Point dented, like a half ball. 75 cents.



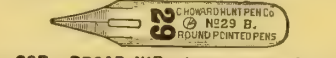
No. 64. TRIPLICATOR—Ideal pen for making clear carbon impressions. Extra heavy steel. \$1.00.



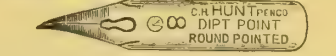
No. 74. MANIFOLD PEN—Very desirable for carbon copies. 75 cents.



No. 29M. MEDIUM NIB—A very superior pen, new. Made in colors, black and white. 75 cents.



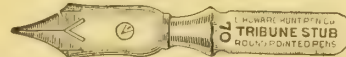
No. 29B. BROAD NIB—A very superior pen, new. Made in colors, black and white. 75 cents.



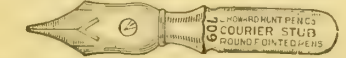
No. 8. DIPT POINT—Very desirable for entering figures. Fine point 75 cents.

No. 26 SUN—\$1.00

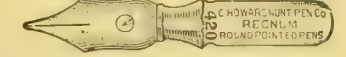
## FOR STUB WRITING



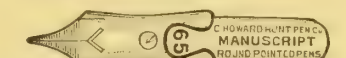
No. 70. TRIBUNE STUB—Medium broad points, stiff action, new. 80 cents.



No. 709. COURIER STUB PEN—Medium broad points. A very popular stub, new. 80 cents.



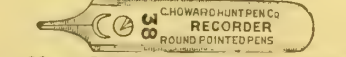
No. 420. REGNUM PEN—Medium stub points. Very smooth writing, special, new; not made of steel. \$1.00.



No. 65. MANUSCRIPT PEN—Popular business stub pen. Medium coarse points. 75 cents.



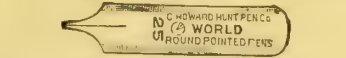
No. 75. QUILL PEN—Medium fine stub. Popular with those who like the old-fashioned goose-quill effect. 75 cents.



No. 38. RECORDER PEN—Medium broad points, slightly elastic. 75 cents.



No. 79. DISPATCH PEN—Broad pointed stub. Chocolate color. Superior engrossing pen. 75 cents.



No. 25. WORLD PEN—Medium stub points. Very smooth writing. Not made of steel. 75 cents.



No. 63. FERN PEN—Medium broad stub points. Excellent engrossing pattern. 75 cents.



No. 30. ROUND POINTED STUB PEN—Nickel-silver plated, embossed R, blued. Most perfect and handsomest stub pen made. \$1.00.



No. 62. VASSAR PEN—Medium fine engrossing points. 75 cents.



No. 1681. PENNSYLVANIA—New Style for general commercial use. Long nibs. 75 cents.

No. 18. F. NAT'L SLANT—\$1.00

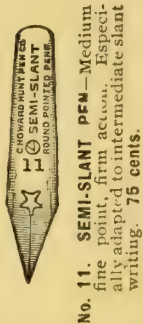
Write for show case proposition, "The Great Time Saver," to our sales agents for Canada  
McFARLANE, SON & HODGSON, Limited, MONTREAL



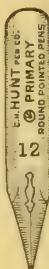
# HUNT'S ROUND POINTED PENS

ALL NUMBERS SILVER PLATED, \$1.00 PER GROSS; GOLD PLATED, \$1.50

## FOR SCHOOLS



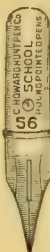
No. 11. SEMI-SLANT PEN—Medium fine point, firm action. Especially adapted to intermediate slant writing. 75 cents.



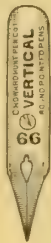
No. 12. PRIMARY PEN—An ideal pen for Primary Departments, and all styles of writing. 75 cents.



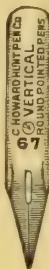
No. 55. SCHOLAR PEN—Fine point, flexible action. Adapted to slant writing. 75 cents.



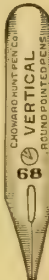
No. 56. SCHOOL PEN—Fine points, elastic action. For fine slant writing. 75 cents.



No. 66. VERTICAL PEN—Fine points, slightly elastic; designed for fine vertical writing. 75 cents.



No. 67. VERTICAL PEN—Medium points, firm action. Most perfect pen for School use. 75 cents.

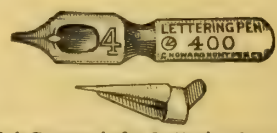


No. 68. VERTICAL PEN—Medium points, stiff action. Designed for vertical writing. 75 cents.



No. 69. VERTICAL PEN—Medium fine points, rigid action. Superior School pattern. 75 cents.

## No. 400. LETTERING PENS—Seven different points. \$1.00 per gross.

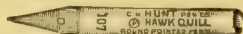


Ink Reservoir for Lettering Pens.

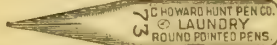
## SPECIAL STYLES



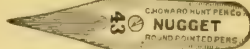
No. 102. CROW QUILL PEN—Each pen in a black Japanned Penholder. One dozen pens and one dozen holders on card. \$5.00 per gross.



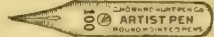
No. 107. HAWK QUILL PEN—Extra fine point, more stiff than No. 102 and very durable. Each pen in a black Japanned Penholder, and one dozen holders on card. \$5.00 per gross.



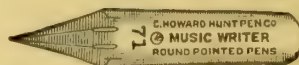
No. 73. LAUNDRY—Firm action. Silver metal. Made expressly for marking linen, etc. \$1.00.



No. 43. NUGGET—A superior metal pen. 75c.



No. 100. ARTIST PEN—Very delicate point. For lithographers and map drawers. \$1.00.



No. 71. MUSIC PEN—Three points, two slits. A perfect pen for making the dash and dot in music writing. \$1.00.



No. 72. TWO LINE RULING PEN—Makes two fine lines at once; largely used by bookkeepers and others for ruling. \$1.50.

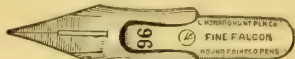
## FOR BANKS, BUSINESS COLLEGES AND FINE WRITERS.



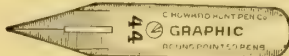
No. 47. E. Z. RITER—Fine point. An exceptionally easy action. 75 cents.



No. 1. FIRST NATIONAL—Medium points. Very popular with Banks. 80 cents.



No. 96. FINE FALCON—Firm points. Between our No. 97 and 95 in action. 75 cents.



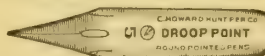
No. 44. GRAPHIC—In white or blue. The most popular general writing pen made. 75 cents.



No. 41. EDDYSTONE—Extra fine point, holds plenty of ink and is a very desirable pen. 75 cents.



No. 98. STIFF FALCON—An extra stiff Falcon Pen, medium fine point. Metal heavier and more durable than any other style of Falcon. Satisfaction guaranteed. 75 cts.



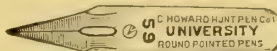
No. 5. DROOP POINT—Rigid action. Good clerical pen. 75 cents.



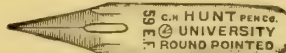
No. 232. THE BOURSE—Fine point, easy action. One of the best general purpose pens. 75 cts.



No. 45. BULLETIN PEN—Medium fine, pleasant action. 75 cents.



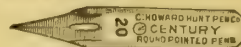
No. 59. UNIVERSITY PEN—Medium fine, new. Moderate action, very popular. 75 cents.



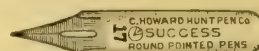
No. 59 E. F. UNIVERSITY PEN—Extra fine point, flexible action. Very desirable for Commercial Colleges and expert work. 75 cents.



No. 3. STATE—The pen of pens for posting and fine figures. 75 cents.



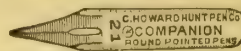
No. 20. CENTURY PEN—Very fine points, new. Elastic action. For very fine writing. 75 cents.



No. 17. SUCCESS PEN—Fine point. Moderate action, excellent for figures. 75 cts.



No. 22. EXTRA FINE—Elastic action. An ideal pen for artistic writers. 80 cents.



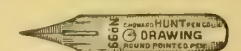
No. 21. COMPANION PEN—For fine writing and bookkeeping. 75 cents.



No. 101. IMPERIAL PEN—Extra fine points, triple elastic action. For experts only, where they desire a hair line and heavy shading. \$1.00.



No. 95. LADY FALCON—Fine point. Very popular with ladies. 75 cents.



No. 99. DRAWING PEN—Extra fine points. \$1.00.

Write for show case proposition, "The Great Time Saver," to our sales agents for Canada  
McFARLANE, SON & HODGSON, Limited, MONTREAL



# **EFFECTIVE USE OF CREPE PAPER IN WINDOW TRIMS—** **ELABORATE EFFECTS OBTAINABLE—TWO HANDSOME WIN-** **DOWS DESCRIBED—RESULTS, WHILE APPARENTLY IN-** **TRICATE, ARE YET SIMPLICITY ITSELF—SOME POINTERS.**

TO JUDGE from the window trims of most Canadian stationers, the possibilities of crepe paper in decoration, have not yet been fully realized. To show what can be accomplished, two illustrations are given, and descriptions appended. It would be well worth the time of our readers to study these out and arrange for some crepe paper trims during the fall months.

## **The Scroll-work Design.**

At first glance, this window looks elaborate, apparently an effect only possible when "built" by a trained window dresser, but when you realize it is all crepe paper and that good crepe paper can be ruffled, stretched, fluted and tacked, and this without trouble on the part of the veriest amateur, it has a different aspect.

paper flowers and a few gorgeously hued butterflies complete this beautiful window scheme.

Very pretty butterflies may be cut from decorated crepe paper, which comes in a butterfly design. These are mounted on stiff paper, spangled and, used with discretion, and charm in an unexpected manner.

## **An Unusual Design.**

Dealers often find it most effective to specialize in window decoration, that is, at a certain season or propitious tide of affairs to emphasize their especial ability to furnish a given article. For such a purpose the window here illustrated is admirably adapted, the design of the paper, of course, being changed as appropriateness demands.



A Crepe Paper Window Trim.

In reality, though quite a little time was needed to produce, the work itself was easy and such as would demand no expert.

The scroll frames are made of wood, covered with fluted crepe paper and edged with crepe paper rope. Six of these rest on a low semi-circular shelf and support a shelf of the same size. Six more scrolls rest on this shelf and form a large dome. The latticed effect in the background is obtained by cutting narrow strips of crepe, drawing tightly into desired position and tacking at top and bottom. Over this lattice work both plain and decorated crepe is draped in curtain effect. At the top of these curtains, decorated crepe paper is ruffled around the edge of the shelf, plain crepe paper is draped and garlands are looped. The electric lights are enclosed in globe electric shades of curled tissue. Many

To form the background, leaf green crepe paper, ruffled on edges, was hung straight from the top of window to bottom. The side walls and floor of the window were covered in the same way. To form the curtain effect in the background, decorated crepe paper, (golden rod design) was draped from the centre top to the corners and from there to the floor corners.

The bay window or canopy effect in the centre can be easily formed from cardboard. Ruffles of green crepe compose the roof; the decorated crepe is festooned just below this; and the latticed effect is produced by drawing across tightly 2 inch strips of leaf green crepe and tacking them securely in position. The structure is then finished by twining festoons from top to base of the front, and the base is further ornamented by narrow strips of ruffled crepe paper, in conventional design.



In the centre, where in the picture is shown a rustic stand filled with chrysanthemums, may be placed an enlarged sample of the object to be brought to the special attention of the public or a collection of such objects tastefully arranged.

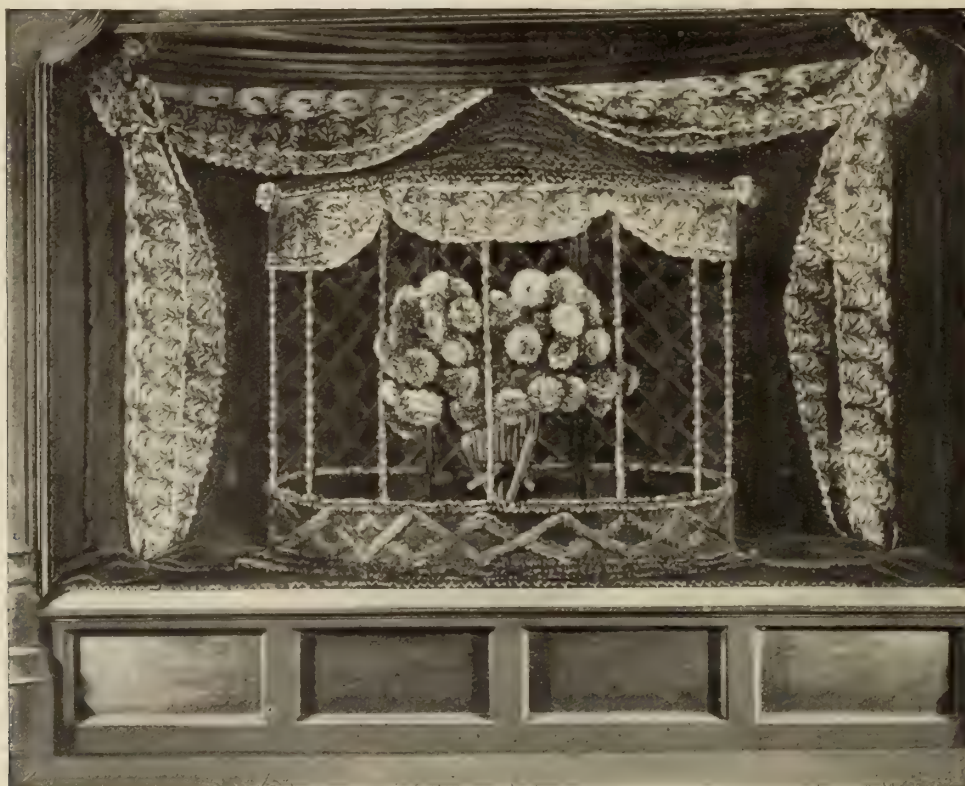
Lattice work is one of the most effective methods in which crepe paper can be used, and its arrangement is easy to accomplish. Often it serves as a background for paper flowers and this arrangement is an exceedingly effective decoration for large halls or fair booths. In department stores it is often used as a framework for displaying handkerchiefs and other small wares. Sometimes, festoons of different colors are used in this manner, producing a delicate, rainbow effect. Often crepe paper rope is employed. Many are the ways in which crepe paper lattice work may be used and the dealer who can suggest this and other attractive methods of decoration to his customer gains profit and reputation in his locality.

not continually exert himself to retain his hold on his customers and secure new ones, the fact of his being not so fortunately located will prove an ever growing handicap in his business.

It is impossible to correctly estimate the value of any certain window without being thoroughly familiar with the character of the passing public. The goods displayed play the most important part and in the manner in which they are shown is next in order.

As has often been said by window trimming experts, a good salesproducing window can be dressed by any one of average intelligence. Where the dealer trims his own window he can attain better results by constantly placing himself in the position of the customer.

Where a store has three or four clerks, one man should be delegated to do the window dressing. Experience is the greatest teacher in this as in everything. The present expert window trimmers got their knowledge



The Canopy Treatment.

A great many retailers labor under the delusion that the window is not really a profitable adjunct to a store and where a large stock is not generally carried the dealer hesitates a long time before he ties up a quantity of his merchandise in a window for even a week. The trouble with these dealers is that they expect to see almost immediately direct returns from the window. This does not always happen. The fact is as true with show window advertising as it is with almost every other kind, that direct results are not always traceable. Where a dealer is favorably located on some main thoroughfare and a great many people pass by, he will naturally feel the influence of his window a great deal more than one whose store does not front such a busy street; but the dealer on a comparatively quiet street is making a big mistake by ignoring his window. The latter needs to pay even more attention to this valuable advertisement than his contemporary on the busy byway, because if he does

through the school of experience. At one time they had no more ideas about window trimming than the dealer has now who never trimmed a window. Where one man does the dressing constantly it will not be long before he becomes proficient and construct displays that will increase the business in a manner not dreamed of by the dealer who thinks his window merely a medium to announce to the public that he sells stationery.

The time to start in making good window displays is now.

#### BUSINESS IS GOOD.

"Business is good," say Barber & Ellis. "Customers are placing larger orders and stocks are moving briskly. The complete restoration of public confidence in financial conditions is no doubt responsible for this optimistic feeling."



# THE PROPRIETOR OF THE POSSUM CENTER STATIONERY STORE WAKES UP—A LITTLE TALK ABOUT A FOUNTAIN PEN OPENS HIS EYES—HE SEES WHY THE MAIL ORDER HOUSES ARE BEATING HIM—PROFITS BY NEW IDEAS

Adapted from Walden's Stationer

Hy. Brown, proprietor of the Possum Centre Stationery Shop, looked up from his bookkeeping as the tinkle of the bell over his head announced the entrance of a customer.

"Howdy, Bub," he said, nodding cordially to that individual, who seated himself in a chair before the stove.

"How's everything, Hy! Business keepin' up?"

"Tolerable, Bub, tolerable," said the proprietor, wiping his glasses. "But to be frank with ye, I'm sorry to see ye buyin' from Chewem & Co. lately. Bub, I'd like to hev sold ye that fountain pen,"

## Prices too Dern High.

"An, I'd like to hev bought it from ye, but gol darn it, Hy, it's every man for hisself these 'ere days. I'm fer savin' money when I kin. Ye can't blame me fer that, kin ye? Yer prices are too dern high, that's all there is to it. Do you know I saved fifty-two cents buyin' that 'ere pen in Toronto."

"Ye saved that did ye, Bub!" said the proprietor, after a moment's pause.

"Yep, that's right," Bub answered.

"All right, Bub, now, let's do a little figuring," said Hy, producing a pencil and paper. "Come over here. I've got Chewem's catalogue right here. Now which pen did ye buy? This one, an' it cost ye \$3.48?"

"Ya'as, an' it's a mighty fine lookin' pen, too."

## Looks Don't Count.

"Mebbe, it is, Bub, mebbe it is, but looks in a pen don't count fer much if it don't work. Now, Bub, I'd like to hev ye look at these pens in the case here. Here's one I can sell ye for \$4. See who made this pen. It's the best fountain pen maker in this country. Ye can't buy them pens from any catalogue house. Now, I ain't seen your pen, but I knows just what them catalogue fellers sell, an' I'll guarantee ye that this 'ere pen I'm showin' ye will outwear yer Toronto pen, two to one. Here's another thing, Bub, when ye put this pen in yer pocket it ain't goin' to leak out an' spile yer shirt or mebbe yer whole suit. The nib on this pen is gold clear through, an' will last a dern sight longer than ye will. An' here's somethin' else—this pen starts to write immediately; ye ain't got to shake ink spots all over the floor startin' it. Bub, ye took a chance on buyin' that pen of yours, when ye could hev paid fifty-two cents more an' knowed yer got the best pen there is made—they may put a little fancier trimmin' on 'em sometimes, but there ain't any better fountain pen sold than that one ye got in yer hand now. And then agin there's this," continued Hy, "ye sent yer money up to Toronto, an' it ain't goin' to come back to Possum Centre in a hurry. It's gone to pave streets in Toronto. An' did ye ever think of this, Bub—if the retail stores of this 'ere town closed up for lack of trade up go yer taxes? Do Chewem & Co. pay any of the taxes of this community?—not on yer life. Another thing, who gives credit when credit's a might fine thing to have—who buys yer butter an' eggs?"

—Do Chewem & Co.? 'An' another thing, Bub, do you or your family, or yer friends git any benefit from the money Chewem & Co. pay their help? The more business yer local stores does an' the more clerks they employ, the more money goes into some one's pocket right here in Possum Centre. An' the more there's goin' on in Possum Centre the more yer property will be worth. Bub, ye'd hev got yer fifty-two cents back time an' agin if ye had bought yer pen of me."

Bub was visibly impressed at the result of the figuring and had hardly a word to say. Finally he blurted out, "This ain't no time to tell me all this, Hy. Gol darn it, I've bought the pen. Chewem & Co. told me all about their pen, an' I never knowed these things about yourn afore."

After exchanging a few remarks on the weather, Bub stumped out into the night.

## He Gets an Idea.

Hy stirred up the fire, relit his pipe and reflected in silence for a time. "By gum, there's something to what Bub says. I've got the goods, an' my prices is right, but them pesky catalogue fellers has been gittin' altogether too much business out uv this neck a the woods. It's because folks knows all about their goods, an' don't know the good pints of my goods, an' the advantage of doin' their tradin' here in Possum Centre. B'gosh, I'm goin' to git in the game. The way to git business is to go after it, an' I ain't been doin' that. I've got to compete with them fellers in Toronto, an' they're mighty sharp after business, too, but I've got the advantage of bein' right here on the spot. What this business needs is a 'course of sprouts.' Now I've been lookin' over that sample copy of Bookseller and Stationer I got the other day. An' by hickory, if a feller ud run his business on the tips he gits from that he'd be up-to-date all the time. They know more about runnin' a stationery business than them catalogue fellers does. The stationery business in this town belongs to me, an' I'm goin' to larn how to git it. I believe I'll subscribe to that 'ere paper an' study up on all the modern ways of doin' business. I'll do some advertisin' here in Possum Centre. I never did none of that window trimmin' afore, but I'll read how it's done, an' try my hand at it. Mebbe I might git out a store paper like I was readin' about. Yes, I jest believe I'll subscribe to that paper to-morrow. No, by gosh, to-morrow may never git here—I'll do it now."

## Business Improves.

Three weeks later the proprietor of the Possum Centre Stationery Shop stood in the doorway and smiled. "I guess yer Uncle Hy slipped one over on them catalogue fellers that time, all right. Let's see: that's two fountain pens, seven boxes of writin' paper, an' a set of 'yclopedia I've sold this week already, an' my trade on lead pencils, ink, an' sech like has jest about doubled. That's what them Toronto fellers ud call 'goin' some.' 'Pears to me I seed somethin' somewhere about 'fightin' the devil with fire,' which sounds pretty good to yer Uncle Hy."



## BUILDING UP A STRONG BUSINESS IN VANCOUVER — THE DEVELOPMENT OF THE THOMSON STATIONERY COMPANY — HOW THE COMPANY'S PREMISES ARE LAID OUT AND DEPARTMENTALIZED — THE MANAGEMENT OF BUSINESS



Store Front of the Thomson Stationery Co., Vancouver.

An important event, that took place a few months ago in British Columbia, was, when two veterans in the book and stationery business left the stage of activity for private life. These gentlemen were James A. and Melville P. Thomson, of the Thomson Stationery Co., Ltd., which organization is known favorably throughout the whole of the Canadian West. For 28 years they had been at the helm starting in a small way in the town of Portage la Prairie, and then travelling westward to Nelson and Calgary, and finally locating in Vancouver where, following the development of the country, they built up the largest and best equipped business of its kind in Western Canada. After the strenuous struggle of rapid advancement and growth, the Messrs Thomson naturally felt that a quieter and less arduous life would be acceptable and, accordingly they disposed of their interests—not to a private individual, as the proposition was too large and difficult for an ordinary man to handle—but to a combination of young booksellers and stationers—Manfred J. Gaskell, Edward F. Odium and Albert Stabler, who purchased the entire interest of the concern, and are continuing the business under the old name. The paid capital is gazetted at \$120,000, and a portion of the holdings is held by outsiders.

Mr. Gaskell, who was manager for the old company, is the vice-president and managing director for the new. Mr. Odium, who for 6 years was secretary-treasurer, continues in a similar capacity, while Mr. Stabler is still superintendent of the manufacturing and printing department. Each of the three members are specialists in their respective lines, and are fortified by years of experience and active insight.

So comprehensive is the establishment that it may be of interest to know that the business houses of what soever kind, which may be on the Pacific Coast, can pro-

cure their entire office supplies in Vancouver. The success of the Thomson Stationery Co. has been built on an aggressive policy of anticipating the needs of the growing West, and much money has been invested in plant, etc., which succeeding years have fully justified, though at the time the undertaking looked like a visionary project.

The building itself and its various departments is a revelation to the average Easterner, who has no idea of the magnitude and character of the stock or its varied nature. The structure at 325 Hastings Street was put up nine years ago, and is situated in the heart of the business section. It comprises five flats, and is 24 x 134. Three floors are above the street and two below.

On the main floor to the left are situated blank books, fountain pens, engineering and surveyors' supplies, leather goods, note papers and commercial sundries. The blank book dept. is under the supervision of Mr. Forest and is one of the bread and butter departments of the store. It is said there is not another blank book department in Canada as complete.

Next in order come fountain pens, engineering and surveyors' supplies. This is one of the phases of the concern on which much time and money has been expended, the greatest care being exercised to carry only the most reliable instruments and supplies. The company are fortunate in having for the manager of this department a young man of much practical experience and technical knowledge, who thoroughly understands his business, in the person of W. L. Woodford.

Next comes leather goods, which includes the choicest product of home and foreign market from a ticket case or wallet to the finest stationery case or portmanteau, all in charge of competent salesmen. From leather goods to note papers, papeteries, tablets, wedding stationery, invitation and bridge supplies, is but a step. This brings





Main Aisle of the Book Department.



Main Aisle of the Commercial Stationery Department.

the visitor into a department which includes in its possibilities everything from the necessary pen point to the indispensable numbering machine and cheque protector—viz., the commercial sundry department. No known avenue of supply is left untouched to make this department fill the need of the most exacting accountant. Every accessory to minimize unnecessary office labor is to be found here. Walter Hagel, late of Blackwood & Hagel, Winnipeg, and J. C. Marshall, with their assistants are in charge.

The centre of the store in the front section is devoted to displaying souvenir leather goods, scenic view books, post cards, etc., while the centre sections in the rear are utilized to show a general display of office devices from cash boxes to rotary mimeographs. To the right of the main entrance and extending the full 134 feet of the store in length, is the book department. Under the capable management of James Pollock and his experienced staff, this department keeps abreast of the times in all that pertains to a well stocked book store. For the persons of literary taste, from the theologian to the college professor, the shelves and tables abound with all that is choice in art, history, travel, biography and theology. For the doctor, lawyer, scientist, artisan, miner, engineer and seaman the shelves are replete with all the latest productions. Many thousand volumes on various subjects testify as to the firm's ability to supply libraries of whatever kind. The fiction and magazine department receive their supplies as

issued. Mr. Pollock has, added to many years of old city land training, a colonial adaptability that suits the Western people very well.

A special school and college text book department caters to the needs of this Educational City.

The second floor is utilized to display the vast range



The Electrotyping Plant.

of loose leaf supplies handled by this firm. Under the watchful eyes of Mr. Stabler and John E. Clark, this department has become famous for the home of labor saving systems in loose leaf. On this floor the typewriter also holds sway and dozens of machines suggest a heavy turnover. Hilyard Hodgson, a specially trained expert,



A Partial View of the Bindery.



Part of the Press Room.





MANFRED J. GASKELL

Vice-President and Managing Director Thomson  
Stationery Company, Vancouver.

superintends the rebuilding and repairing of all typewriters. In close proximity to the typewriter and loose leaf department is the space devoted to card index and vertical filing devices. The third floor is set aside as a stock room for blank books and stationery. The first floor below the street level contains the office furniture show room, the stock in which consists of flat, double flat, roll top, standing, library and typewriter desks, office and library chairs, sectional book cases, etc. This floor also contains the map dept. and blue print dept., which is one of the company's specialities. From north to south and east to west of that great territory, however, hidden the valley or plain, if the surveyor has traversed it, a map or blue print may be had here. Tracing linens, drawing papers and artists' supplies, have their allotted space on



EDWARD F. ODLUM

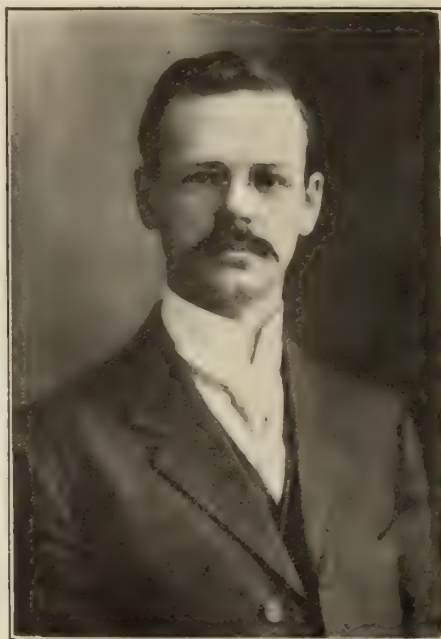
Secretary-Treasurer Thomson Stationery  
Company, Vancouver.

this floor together with the parcel room. This flat is under the management of Arthur Miller and staff. In connection with the map department, the firm have their own expert draughtsman to supervise and keep their maps and blue prints up-to-date. They also furnish designs and tracings as desired.

The second floor below the street level is used entirely for wholesale stationery, flat papers and shipping department, under the management of Henry Miller.

In addition to the five flats already mentioned the Thomson Co. lease two floors under the two large clothing stores adjoining. The first flat, 48x134 feet, is fitted up as a toy, game and sporting goods show room. The second floor is used as a large stock room for general stationery, etc. All the stock rooms are under the personal supervision of Henry Martin, the assistant buyer.

Up to the year 1906 the printing and manufacturing department had been confined to the fifth and basement floors, but increasing business necessitated enlarged premises. To-day it is found in a splendid three-storey brick



ALBERT STABLER

Superintendent of Manufacturing Department  
Thomson Stationery Co., Vancouver.

plant in the rear of the Hastings street premises. A visit to the embossing room, engraving, composing, press room, electrotyping and blue print departments is interesting and edifying. They all speak of life, bustle and expansion. A. L. Lampman, late of Winnipeg, is assistant store manager. His directorship should have an even brighter and more successful future than at any period in its long and progressive history.

#### PRINTING OUTFITS.

Buntin, Gillies & Co., Ltd., Hamilton, are offering a complete range of printing and sign marking outfits, retailing from 25 cents to five dollars. The type faces are cut very deep and sharp so as to insure a clear and clean impression, and are perfect in thickness, height and alignment. Each set is put up in a handsome leatherette or polished wood box.



# A HUMORIST ON SELLING BOOKS— WALLACE IRWIN TELLS SOME WITTY THINGS ABOUT THE BOOK BUSINESS— A FLING AT DEPARTMENT STORES.

Anybody can write a book. Everybody has. But the man who can sell a book—can actually get real money for a batch of sentimental yarns and jokes, or misinformation about osteopathy or new thought—the man who can do that has got my sincere admiration. I regard his works with awe. For is not the man who can sell 10,000 or 100,000 or 1,000,000 copies of some idle story just as much a genius as the man who digs a Panama canal with a steam shovel and a Congressional scandal. When I view the monumental works of the American booksellers I feel like the old lady who was taken for the first time to see the interior decorations of the Boston Public Library. They took her to the room where those vague, misty, smeary, die-away figures painted by Puvis de Chavennes are seen floating away in an indefinite fog of mural decorations. After the old lady had inspected this painting for four or five minutes she asked, "Be it finished?" They said yes, it was finished years ago. "Wall," said the old lady, "I never seen that kind o' artistic calsuminin' before; but I will say this for the young man that done the piece. Considerin' the poor material they gave him to work with, that is one of the prettiest and grandest works of art I ever seen."

## Books From Book Yards.

One fine thing that the booksellers have done for the country in the past few years is to realize that books are a necessity of life like potatoes or bay rum. This has given a great impetus to the book business. Books are now being shipped in freight cars where once they were sent by mail or express. Great trunk lines are chartered to get the spring crop of fiction around the country. In fact it's getting so that I never see a long train of refrigerating cars steaming rapidly to the East with each car labelled "Mince Meat—Keep Cool and Dry," but I think of the stock yards of Armour or the book yards of the Bobbs-Merrill Company.

## The Department Stores.

And then there's the department stores. They've done a great deal for literature. Frankly, I don't object to having my books sold in large quantities in department stores. No author objects to having his books sold in large quantities anywhere. But I can't help noticing that the department-store sale of books has influenced literature to a certain extent. Because books are displayed so near the kitchen-ware department and the upholstery department and the laces, lingerie and leather-goods department, the authors are getting so they give their books titles that will go with the dry-goods. Look, for instance, at that book called the "Black Bag"—wasn't it a crafty author who wrote that title! A lady customer would go into a department store and ask the floor walker for a black bag. "Second aisle to your right, lady, turn to your left beyond the ninth post to the rear after you pass the ice-cream soda fountain," the floor walker would say. So the customer would go as directed, and the first thing she knew she would find herself in the book department. "Where can I find a black bag?" she would ask of the clerk, who would promptly hand her out the alluring book by that title. The lady couldn't help reading the first page, and after that the novel was as good as sold. The same

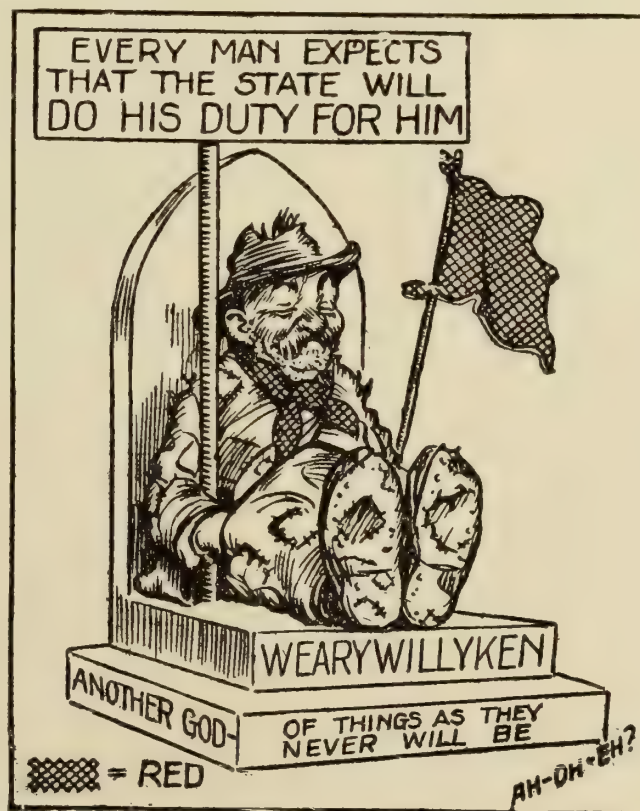
game could be worked with the "Brass Bowl"—and I see no reason why a novel entitled the "Gray Elbow Gloves" or the "Pink Sofa Cushion" shouldn't pile up a sale of several million copies.

And then there's the classics—they are treated in the department stores with an energy which we have never before associated with immortality. For instance, I went into a local department store the other day and asked for Browning. "Do you want a short Browning or a long Browning?" the maiden inquired. I paused. You see it had never occurred to me before that the poets might come in store lengths. "O yes," she explained, "we not only have short and long Brownings, but we also have baby Brownings. Mrs. Browning, too, comes in six sizes with a limp back." I decided after that that I didn't want Browning after all, because he's hard enough to understand anyhow, and he'd be an awful tussle if he came in six sizes with a limp back. So I asked her if she kept Macbeth. She hesitated, then called to the blonde at the next counter, "Say Lizzie, do we keep, Macbeth?" "Macbeth!" said Lizzie scornfully, that ain't a book—that's a lamp chimney. You'll find the glassware, mister, on the basement floor in the annex."

## THE CONTENTS OF SENATOR HOAR.

Long before the days of Directoire gowns, when appendicitis was still the most fashionable thing one could have, a friend of the late Senator Hoar was stricken down. For a time an operation was thought necessary, but it finally turned out that the trouble was not appendicitis at all—merely acute indigestion. Whereupon the venerable Massachusetts statesman sent this message of congratulation:

"I rejoice that the difficulty lay in the table of contents rather than in the appendix.—Everybody's Magazine.



THE SOCIALIST IDEAL

—From London Express



# SIDE LINES FOR THE BOOKSELLER—A NEW BEDFORD BOOKSELLER TELLS THE AMERICAN ASSOCIATION HOW HE MAKES BIG PROFITS ON SIDE LINES—SOME USEFUL INFORMATION FOR THE CANADIAN TRADE.

BY H. S. HUTCHINSON.

When you do go outside of your regular line always charge a good round profit; there is no object in handling a line of goods except at a profit, and when you take up a new line and put your reputation back of it charge accordingly.

A few years ago we put in a line of cut-glass bowls and sold barrels of them, simply because they were out of our line, and every dealer in cut glass in town was "knocking" us, which proved a good advertisement for us.

## Puzzles.

We put in a line of puzzles about every six months that sell at 5 and 10 cents each, and it is surprising how many we sell. When a hit in that line comes along we "plunge." When the "Pigs in Clover" puzzle was the rage I made a trip to New York especially to secure a supply, and we received a lot of free advertising for having a stock when the other dealers were unable to secure them. Just at this time we are selling the last of six hundred picture puzzles, which retail at 10 cents each.

Every bookseller will find it profitable, I think, to carry "seasonable goods." By these I mean valentines, St. Patrick's day, Easter novelties, May baskets and Hallows' goods, as well as Christmas and New Year cards.

You need not devote much space to them; but they all help to brighten up the store and to have "something new all the time."

The most profitable outside line that we have handled the last two years has been a line of pictures and mottoes, etc., retailing from 10 to 25 cents each, some matted and others passepartout, made by Mr. —, of Boston.

When business is slack and without much life, I go into Mr. —'s and can almost always find a line of goods that will stir up trade at once.

## No Limit to Sales.

There seems to be no limit to the quantity of goods that you can sell when you hit it right, and when you find that you have the public going, give it to them—make window displays of the special item that you are selling, advertise and talk it to them.

In our picture framing shop slack times formerly came in the late spring and early summer, so we took up the manufacture of "Good Window Screens That Fit." We had the men and tools, and found we could easily get the business by going after it, and it has proven a good feature with us.

Souvenir post-cards of local views are another splendid feeder to a book business, as they attract all classes and especially tourists. High grade cards with local views are sure to continue to be in demand.

The sale of jig saw puzzles, which, by the way, originated, I think in New Bedford, is just at this time a good thing, as they appeal to the class of people who are studious. We have done very well both with the puzzles and with the pictures for making puzzles.

Thus far I have not touched my own particular fad, which is the sale of "Driftwood from Old Whaleships," for burning in open fireplaces, which we sell packed in barrels at \$5 a barrel. We have a list of customers that extends from Maine to California. We were drawn into the business through our efforts to accommodate our

"summer customers," people who come from the larger cities for the delights of "Summer Days on Buzzard's Bay," and whom we try to make feel that, no matter what they want, they can get it at Hutchinson's. They often telephone and say we don't know where to get so and so, can you not get it for us? and we certainly can and do.

Try and make your customers feel confidence in you, and feel that you are really anxious to accommodate them. They don't want you to do it for nothing, but they want to feel that any orders given you will be filled and at the time wanted.

## Everybody on His Mettle.

Every one in your store will soon pride himself on his ability to do the unusual thing at short notice; even the bundle-boys don't object to rush orders when they understand about it.

When we had a telephone message from an excited housekeeper that the boy they had sent to New Bedford over an hour before for the New York papers had not returned, and Mr. — and his yacht were waiting to start on a cruise, but wanted the papers before starting, and I told her I would have the papers on the launch at the wharf in fifteen minutes, our boy would have swam the river rather than miss getting there, after he understood the situation.

A picture department for the sale of framed and unframed pictures has proven in many cases a very satisfactory feeder to a book business as it appeals to the people who frequent book stores; but it is a line of goods which, under present conditions, is very "perishable." We have handled pictures for the past seventeen years, but as the success of the business depends so much on local conditions it is impossible for outsiders to size up the situation for you. Except if you are going to carry pictures either framed or unframed don't fail to buy a multiplex display fixture, the greatest scheme ever brought out for displaying, protecting and selling pictures and economizing space all at the same time. A multiplex fixture makes it possible to classify the goods displayed, also to show framed as well as unframed pictures and samples of moulding, etc., all on the same fixture. I am in hopes soon to get a small-sized multiplex fixture to stand on the counter to show blank books, memorandums, address books, etc.

In a corner of the new addition to our store, which is 20 x 50 feet, in a space 6 x 14 feet, we have a multiplex fixture with 1,216 square feet of display surface, every foot available and all equally desirable—more than equal to a space eight feet high extending all the way around four sides of the room. This multiplex idea has great possibilities for all lines of business. We have used one for about five years, and last year bought a second one.

## Crepe and Tissue Papers.

When a line of goods becomes so attractive and the possibilities of it are so good that a periodical like the "Ladies' Home Journal" will mention it and publish an article covering nearly a page in their great Christmas number, explaining and picturing what can be done with it in home decoration, it behooves the dealer to follow up the demand so created. We have handled the Dennis line for many, many years, and have recently greatly enlarged it and given it the very finest position in our new addition, because we can sell it to the people who come to our store, to the class of people to whom we cater, pays a good profit, and because there is almost no waste and the department can be made a most attractive feature of the store.





New Factory and Offices of Carter's Ink Co.

**NEW HOME OF INK MANUFACTURERS—CARTER'S INK CO.  
SHORTLY TO OCCUPY HANDSOME BUILDING ILLUSTRATED ON THIS PAGE—DESCRIPTION OF STRUCTURE—SOME OF ITS CONVENIENCES AND SPECIAL FACILITIES.**

Towards the end of the year The Carter's Ink Co., Boston, hope to move into their splendid new building at the Cambridge end of the new West Boston bridge. Ground was broken last April and the structure is now rapidly nearing completion.

The construction is to be of reinforced concrete throughout, and the cut published herewith shows how attractive architecturally such a building can be made. The form is that of an L facing First Street, with a large store house at the end of the Athenaeum Street wing and the mechanical plant separately housed in the rear. The size of the lot allows for ample additions with the development of the business and for a stable at the back. The building will consist of four floors with basement, rising about 70 feet from the pavement. It will extend for 187 feet along First Street, and 139 feet back on Athenaeum Street exclusive of the storehouse, while the floor area will amount to about 110,000 square feet.

**Specially Designed Building.**

The building has been specially designed throughout for the requirements of the business, which includes the manufacture not only of writing inks and adhesives, but of typewriter ribbons and carbon papers. The company makes its own boxes, so that space has been provided for a sizable box factory.

The mechanical plant is practically duplicated throughout the building as an insurance against breakdowns. An extensive system of automatic conveyors has been designed for the special needs of the business, and these with all other machinery will be operated by motor drive. A most complete and modern fire protection system will

be installed, including automatic sprinklers, fire pump, hydrants and a huge concrete water cistern.

It may be interesting to note that The Carter's Ink Co. will be celebrating its fifty-first anniversary when it moves into its new building next fall. At least one of the Carters has always been directly interested in the business, but its greatest development in the beginning was due to John W. Carter, who took hold of it after serving through the Civil War, and with J. P. Dinsmore as partner, under the name of Carter, Dinsmore & Co., made the name and the product known throughout the country. The Boston fire destroyed all assets except the trade-marks and good will, but the business was so rapidly rebuilt that two factories were outgrown before the removal to the present site near the old Park Square Station in Boston. Mr. Dinsmore, who has only recently died, retired from the firm in 1888, and after the death of John W. Carter in 1895, the business was incorporated under Massachusetts laws as The Carter's Ink Company, of which the present Directors are Richard B. Carter, President; James R. Carter, Treasurer; Edwin C. Burage, Clerk; and Charles B. Gordon, General Manager.

At no period has the growth of the business been more rapid than in the last eight or ten years. A considerable share of this growth is due to the ribbon and carbon line which was added some years prior to the death of the founder, with the idea that the wonderful growth of the typewriter business might curtail the use of writing and copying inks. No such fear has been realized as both branches of the business have grown enormously. Everything except the actual manufacturing has been gradually crowded out of the present factory until the move now contemplated became an absolute necessity.



# THE SPECIALIST BOOKSELLER AND HIS METHODS — GENUINE SUCCESS IN BOOKSELLING THE RESULT OF SPECIAL WORK — IN BUYING HAVE A POSSIBLE CUSTOMER IN VIEW FOR EACH BOOK — SOME TIMELY ILLUSTRATIONS

By J. L. THOMPSON

I have heard it said repeatedly that of distributing of books merely the surface has been scratched, and the possibility unlimited and unknown—how to plough more deeply is the question of vital interest to publisher and bookseller, and one which needs the constant study of both. In England editions up in the millions are not uncommon—of worthy books, too, not our cheap Bertha Clays, etc.—but, necessarily, these are very low priced—one penny and upwards. Several schemes along similar lines have been tried in America, but not with great success as yet, and I am not sure that we want them as the margin of profit to everyone on a low priced article must be extremely small, and perhaps only the very largest distributors could find any profit at all.

But how shall we make sales of the better books—it is the books of worth that make readers and consequently book buyers, for the development from a reader to a book owner is a short step. We all know of the large, yes, the enormous sales of books sold by subscription, and why is it? I can believe it can be mainly, if not entirely, attributed to the personal solicitation plan, the bringing to the attention of the possible buyer the books themselves—not the ad. or description. If this be true should not the regular bookseller reach out, at least in a measure, for this same trade and adopt similar tactics to secure it?

## People Don't Know About Books.

Of course, subscription books are generally of a popular character—fiction, perhaps, or history, or biography—yet there are hundreds of books issued every year that thousands of people want, but don't know about, and would probably not buy unless brought to their direct notice, books appealing especially to Artists, Architects, Manufacturers of Textiles, etc., etc.

I remember some years ago, when traveling with a line of samples, I had an expensive work on old furniture—Miss Singleton's, "Furniture of Our Forefathers." I think it was. At my suggestion my sample was borrowed by several booksellers and shown to some special collectors of antique furniture and also to dealers in and manufacturers of furniture, the people most likely to be interested, with the result that sales were effected that might otherwise never have been made—personal solicitation.

Is this done as much as it would be profitable to do? Many booksellers do, no doubt, but every bookseller should, and not depend entirely on the ad. or notice of the publisher reaching that particular person interested. An illuminating incident was brought to my attention only a short time ago.

## A Personal Experience.

A traveler was calling on a bookseller with some new samples. After taking his order on these new books Mr. Traveler asked Mr. Bookseller if he wanted any more of the recent work on "Heraldry," a \$10 work. Mr. Bookseller replied, "No, I have still on hand the copy I bought from you on your last trip. Nobody has asked for it." Mr. Traveler then asked for the use of the 'phone, calling up Mr. —, saying, this was Mr. Z's bookstore, who had just received a book on Heraldry, which he believed would be of interest, and asking if he might not send it to him

on approval. Mr. — thanked him and said he need not send it as he would call at the store and look at it that afternoon—which he did—buying the copy and ordering another—a good sale, and profitable even if it was bought at only a discount of 25 per cent. Mr. Bookseller no doubt knew Mr. — was interested in the subject of Heraldry and had probably forgotten it; but did he have a list of special customers on special subjects to which he could refer when occasion offered and bring to their attention any new book received that would interest them? That's personal solicitation. When the stenographer is not busy, letters cost only a little time and a two cent stamp, and are likely, at least, to bring customers into the store—a chance for further sales.

## Why Publishers Compete.

I have seen letters complaining that publishers were competing with the retail booksellers. Yes, they certainly are, but why? Because the publisher has his investment in the books on which he must realize, even if obliged to seek direct sales to the consumer. If each bookseller would approach all of his possible customers with a book that specially appealed to them could he not secure the order—the customer knows him, which is an advantage the publisher does not have, except by reputation, and he would no doubt prefer to buy at home than abroad, more particularly if he has the opportunity of examining the work; and if the bookseller secured all the sales would the publisher find it paid him well enough to continue to seek direct sales? If the bookseller gets the business the publisher won't, but if the bookseller makes no effort to secure it the publisher must and will.

Another opportunity is the obtaining of customers or subscribers, if you may so term them, for volumes of sets of books to be delivered as they may be issued, or if the books are already published to be delivered at stated periods. There are many sets and series of books that can be handled in this way, and a list of 5, 10 or 25 customers who are each taking a \$2 or \$5 volume, once or several times a year, is a very profitable asset for the bookseller to own, and the appearance of a new volume shows a material item on the right side of the ledger.

## Specializing.

The greatest possibility of the retail book business, in my opinion, is specializing; in other words, is special attention to the book buyer, the study of his needs and interests, and the practice of bringing to his notice what you believe he wants. Many booksellers when buying a book, particularly an expensive work on some special subject, are likely to remark, "Mr. So and So will no doubt buy this." Enlarge this knowledge of what your customers want and your business is bound to develop and your reputation increase, for the best advertisement a bookstore can obtain, and an ad. that can't be bought by the inch, but is worth yards is a satisfied book buyer, who passes along the word that Mr. Bookseller knows books and keeps up-to-date.

Fiction and other popular literature need less work and study on the part of the bookseller—the publisher uses



more newspaper space on them, and if they meet the fancy of the fickle public they are advertised by the public; yet, judicious commendation by the bookseller pleases a buyer and helps largely to make him a regular customer, and perhaps eventually a buyer of the better grade books.

#### Silent Salesmen.

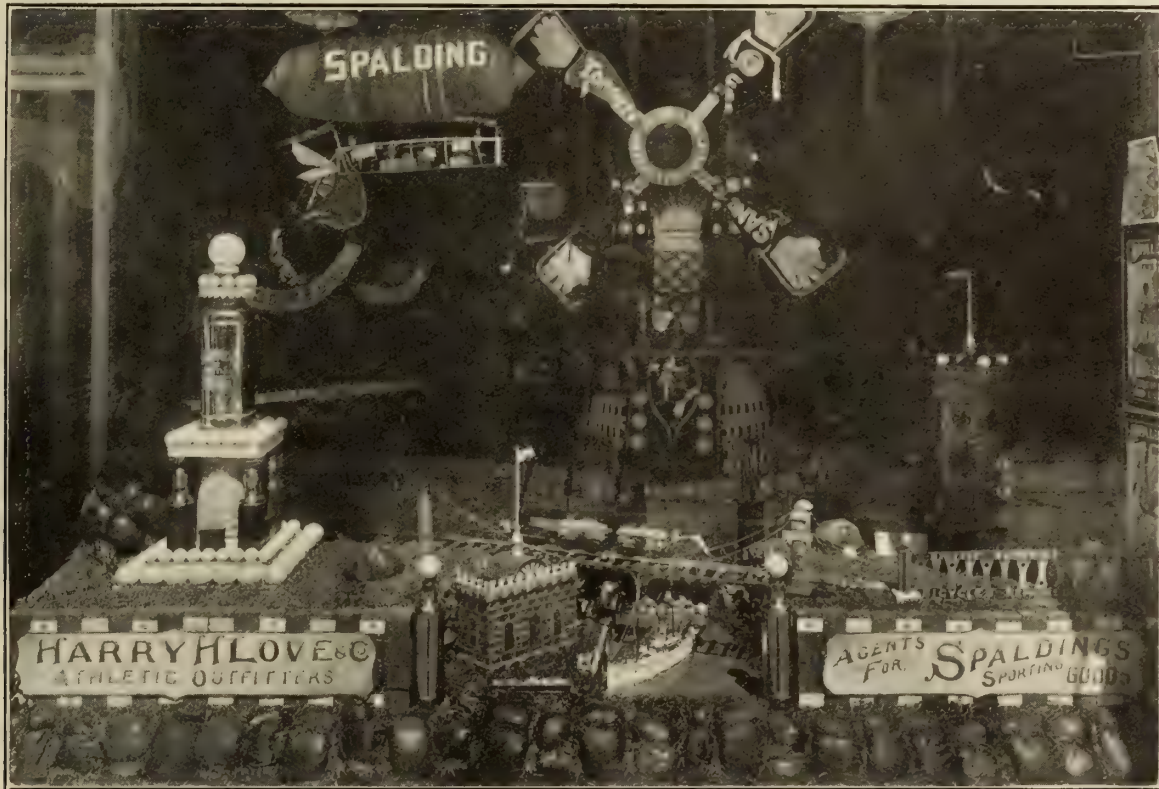
More and more special study is made to-day of the practical use of the "Silent Salesman," one of the best if not the most efficient salesmen in the store—the show window—and there cannot be too much said in his favor, particularly as he cannot talk back, but does say only what we tell him to. Advantage should be taken of every opportunity, and we have many chances—Victoria Day, the birthday of any celebrity, June weddings, Graduation day, books of the season, conventions, and other gatherings, etc.

Artistic displays are certain to attract attention and create buyers: one I saw recently I'm sure bore fruit, and

## TORONTO SPORTING GOODS DEALER MAKES A STRIKING WINDOW DISPLAY—INGENUOUS USE OF STOCK MATERIAL RESULTS IN A VERY ATTRACTIVE EFFECT

One of the most striking window trims which have been seen in Toronto this season was that in Harry H. Love & Co.'s sporting goods store, on Yonge Street. As will be observed by a close inspection of the accompanying illustration, the display was made up entirely of goods to be obtained from the stock.

A large windmill formed the central figure of the design. This was composed of lacrosse sticks, baseball deckers, shin guards, etc. Out-houses, castles and embankments were made from different lines of sporting goods, and the entire landscape was covered with a grass—made from wood shavings dyed green—which gave the scene a very realistic effect. Above was suspended by an invisible wire an airship with the inscription "Spalding" lettered large.



AN ELABORATE SPORTING GOODS TRIM

Occupying the big show window of Harry H. Love & Co., Toronto.

you may be interested to know about it. The leading bookstore in Ithaca took a window facing two ways and transported, bodily, an old mossy rail fence, which was placed as a background; before it the window was sodded with real grass and growing flowers, and a few timely books displayed on and about the fence and sides, and on one of the boards of the fence a neat sign, "Nature Books," not too many books, but just enough, and something different to catch the eye.

Perhaps you remember the window display of "Trail of the Lonesome Pine," about which a customer of ours wrote us from the far West, and which letter we passed on to you—a little pine tree, with the trail leading up to it. No doubt such displays helped to make it the big seller it was. Again, bulletin boards changed frequently and posters carefully displayed bring returns, and no doubt more would be supplied if the publishers felt sure they would not be used as wrapping paper.

A miniature railway train was made to run over a specially constructed track, with bridges and trestle-work. Underneath ran streams of water, on which large boats sailed. The motive power was clock-work, and this was also used to operate a light in a cave-like aperture, which disclosed, at intervals, a charming scenic vista and gave an admirable effect of distance. The whole display was a highly ingenious piece of construction, and showed that S. S. Wetmore, who was responsible for the idea and the entire work on the design, understands thoroughly the principles underlying effective window trims.

Harry Love & Co. derived a great deal of advertising from their sporting goods display. A continual crowd before the window testified eloquently to the catchiness of the display, and no doubt was largely instrumental in bringing increased attention to their lines, aside from the probable increase in the number of sales.



# THIS EXPERIENCE WITH A CIRCULATING LIBRARY — AN AMERICAN BOOKSELLER TELLS IN DETAIL OF THE ESTABLISHMENT OF A LIBRARY IN HIS STORE — THE METHODS ADOPTED — HOW IT HELPS TRADE AND SAVES MONEY

By A. H. SMYTHE, Columbus

Thirty years ago, when the writer entered the ranks of the American booksellers, the thought came to him that a circulating library would be a good thing in connection with his store; so he announced the same on the basis of an annual membership fee of five dollars, for one book at a time, with a fine of two cents a day if not returned within one week. The idea took, but very soon Mrs. Jones wanted two books at a time, so as to save car fare, then she wanted three at a time. Mrs. Brown soon found it out, and of course insisted on the same privilege. Then Mrs. Smith neglected to return books within a week, and was fined twenty cents for ten days' overtime. She appealed to the proprietor to remit it, for "it was simply an oversight, you know, and we buy all our books and stationery at this store." This constant repetition of requests for more books under one membership was repeated so often, and we had so much trouble in getting people to pay their fines willingly, that at the close of one year we decided that the only way to keep our hair from turning prematurely gray would be to abolish the library, which we did with great reluctance.

## Rent Unsalable Books.

But it seems that the library microbe of 1879 had not died, as we had supposed, but had only taken a long Rip Van Winkle sleep, for in the dark business days of 1898, eleven years ago last February, when it seemed as though we could sell but few books, and these with little profit, this little fellow began pounding away in my brain one day and said, "If you can't sell all these books on your shelves, why can't you rent them, and, in that way, get something out of them, even though a little." But a miserable little pessimistic microbe heard this remark, and at once piped up with arguments against it, saying, "The idea is absurd, for, you forget, Mr. Bookseller, that the State Library, absolutely free, with 70,000 volumes, is just across the street from your front door; the Public Library, also free, with 60,000 volumes, one block around the corner; the School Library, free, with 50,000 volumes, only two blocks down the street, and the State University Library, free, with 60,000 volumes, within fifteen minutes' ride by the trolley." But the optimistic microbe would not down, and declared that all these libraries combined did not supply promptly, in sufficient numbers, the current fiction of the day, and that people would pay for reading twenty times as many books as they would purchase.

## The Two-Cents-a-Day Plan.

So we decided to experiment once more, and, remembering the causes that had led to the discontinuance of the former one, made a small daily rental fee of two cents a day per volume, with a minimum charge of four cents for each book issued, and no yearly dues.

Our expectations were very moderate, and we only thought to add a little attraction to the store, so we wanted to start the library, without really having any library with which to start. This is the way we did it: the only available shelving at the time was a section about fifteen feet in length, over in a corner, where our "plug" stock had gradually found a lodging place,

which we considered of little value, and was composed of all sorts and conditions of unsalable books. Right in the centre of this burial ground of the book department, we vacated one single shelf, and filled it with one copy each of the latest novels—just fifteen books all told. We then put up a sign over the entire length of the section, "Circulating Library," and announced in the reading columns of the three daily papers that we had started a library where the current fiction could be rented for two cents a day.

## The First Customer.

Within an hour after the morning papers had been read Mrs. A., our first library customer, God bless her, comes in and says, "I see that you have started a library, Mr. S., where is it?" "Right down this way," we reply, and we escort patron number one to the graveyard, and pointing to the sign, proudly announce, with a full sweep of the hand, "there is our new library." The patron steps up to the section, takes down the first book near her, and finds Baxter's "Saints Rest," then another, Fox's "Book of Martyrs," and disappointedly asks, "Don't you have the late books?" "Oh, yes," we reply; "come right down this way," and we proudly take her to the one lone solitary shelf of the latest fiction, where she is delighted to find just the book she wanted, and we quickly make the first issue out of "Smythe's Library." In a few minutes Mrs. B. comes in, asks the same questions, and she, too, not feeling in the mood for the books her great-grandfather enjoyed so much, is taken to the one lone shelf of up-to-date fiction, and is made happy with issue number two.

In this way did the library actually start, and gradually the new fiction took the place of the plugs, shelf by shelf, as the demand increased. We had already decided on open shelves, so that patrons could make their selections readily, bringing the books to the librarian for issue. At the close of the first week we selected the bright young woman in our employ, to make her first duty the care of the library, with the following policy, not to be changed, whatever the result, until we had the experience under its working for one full year. Any book of fiction asked for, if not already on the list, was to be added at once from the store. If not in stock, to be ordered and promised the patron within five days. Our motto was, "The book you want, when you want it, as long as you want it, for two cents a day." No deposit was required from residents of our city, membership being simply the signing of a card, agreeing to the rules, and giving street address of the applicant.

## The Library Grows.

We had no idea of building up a large library, but it grew from month to month, and in many directions not anticipated. Patrons asked for many of the old standards, as well as the new books; their children wanted juveniles, and, under our first year policy, they were all supplied. Occasionally a book other than fiction that was in the store was wanted; we did not feel that we could let it out for only four cents, so we raised the minimum amount on special cases to twenty-five cents for twelve days or less, keeping the two cents a day as



the standard rate. The people asked if we could not deliver books ordered by 'phone, so we added a boy and his wheel to do this, stipulating, however, that books ready for return would only be brought back by our boy when delivering others to the same patron to take their place. Then some patrons said it was a nuisance to scrape up four or six cents every time they returned a book, so we got up a little folder of perforated library stamps, size of a postage stamp, fifty-five in the folder, which we sold patrons for one dollar. At first we delivered these to each patron as purchased, but so often they neglected to bring them, or mislaid them, that gradually we arranged to keep these books at the library desk, and detach the stamps as books were returned.

#### Renting Magazines.

Then some of the good people said, "Why can't we rent the popular magazines for the same little two cents a day," so we added them in limited quantities; then they said, "Oh, do please put in the fashion monthlies," so in they went, and we wondered what would come next. We soon found out, for in a few days, when a prize spelling or word contest was interesting the people one of the bright contestants for the prize called and said she was informed that at Smythe's Library she could rent Webster's International or the Standard Dictionary for only two cents a day. We nearly fainted, but finally agreed to the proposition, with a limit of a hundred and fifty days as the minimum time. We should not have been at all surprised if, on coming to the store the next day, had we found that the old clock, the show cases and counters had gone out of the front door, rented at two cents a day.

The original space given to the library was soon outgrown, removed to a larger one, which was in time inadequate, and we began to wonder whether we were running a book-store, as we thought, or had been metamorphosed against our will into a library. The store room could not be enlarged, and the thing we had started as a little attraction was taking up space that the store proper simply must have, otherwise the store must actually surrender as beaten by this young infant prodigy. Something had to be done, and done quickly. Our business offices were across the rear of the double store room—about forty-two feet wide. We took them all out, put a cash register into a four by four aisle space near the front, and did without any offices, in order to give the space to the library and reading room around it, so as to give the poor old bookstore a chance to live in the same room without a constant quarrel.

This move located it where a library ought to be—in the rear of the store, so that the patrons must see all you have for sale every time they change books.

Saturday, of course, is our best day of the week, but it would not be so if all of our patrons were like the good old soul, of New England ancestry, who sent in from the country village near us for some books on Wednesday, and returned them on the next Tuesday with a note saying, "I enclose stamps for the rent of the books, not counting for Sunday, as I never read fiction on that day."

#### Starting Now.

Now do not think from this little history that if I were to start a library now I would do it in the way that this one was developed? With my experience, I would go at it very differently. Instead of one shelf of fifteen books, I would make a representative showing with five hundred volumes at least, using a liberal number of the most popular reprints with the best of the

current fiction. I would not issue the magazines, fashion monthlies, or unabridged dictionaries. I would not deliver books unless at the expense of the patron for messenger.

It is open to question whether more than two cents a day can be charged successfully. We think not, but we are of the opinion that a minimum charge of six cents, if established at the start, can be made as well as our four cents. We are thoroughly convinced that a straight rental of two cents a day as against any annual, monthly or weekly dues, with fines for over time, is essential. There is all the difference in the world between an agreement for daily rental and a fine, although each may seem to produce the same result. A fine implies punishment for wrong doing, and is paid with the utmost reluctance, while an agreed rental is an honest debt. One of our good patrons who had previously used the Public Library, and been fined once in a while, told us that it always made him angry to pay it, while with us he paid rent every day without the slightest regret.

At first thought it would seem as though a library in a bookstore would reduce the sale of fiction. Possibly so to a limited extent, but the people who have been buying their books will rent twenty or forty times as many as they would purchase outright, and the larger income will come after all from the people who would otherwise depend upon the public libraries, unsatisfactory as they usually are for current fiction.

#### Losses are Small.

Do we lose any books? Yes, a few, but that does not worry us. The percentage of losses to the whole issue is very small, and the actual value of the second-hand books very little at the best.

A library fosters the spirit of a more intimate acquaintance between a store and its patrons. They soon feel as much at home in your store as in their own house. You learn to know them by name, and greet them as friends as well as patrons.

And now, in the last analysis, is there not a better reason for giving the people in your community the advantages of an up-to-date library than a satisfactory remuneration in money from the same? Is not the life that is the most useful to the community the most satisfactory life to live? Only a day or two a cultivated lady from a nearby village said to us: "I have not the means to buy many books, but I just love this bookstore, and spend an hour or two here every time I come to the city." Such and similar thoughtful appreciation from our book and library patrons makes one feel that the life of a bookseller, hard as it is, is certainly worth the living.



#### READING IN PROPORTION.

"To-morrow you may have something to eat," promised the doctor to the patient, who was now convalescing and correspondingly hungry.

The patient realized that there would be a restraint to his appetite, yet he hoped for a modest, steaming meal.

"Here is your dinner," said the nurse next day, as she gave the patient a spoonful of tapioca pudding; "and the doctor emphasizes that everything else you do must be in the same proportion."

Two hours later the nurse heard a frantic call from the bed-chamber.

"Nurse," breathed the man, heavily, "I want to do some reading; bring me a postage-stamp."

# SUCCESS NUGGETS COLLECTED BY A SUCCESSFUL SALESMAN—THE CARE OF STOCK—ESSENTIALS IN CONDUCTING A PROFITABLE BUSINESS—CLEAR OUT SLOW SELLERS—VALUE OF CATALOGUES—OBEY GOLDEN RULE

By SAM MAYER, CHICAGO.

First in the placing of an order, every dealer should have a complete system of order blanks in duplicate, and after the stock is received it should be entered in a stock book. The neglect of this simple precaution has resulted in the downfall of more than one firm. A set of stock books is just as essential to the successful operation of a store as a set of books of accounts.

Frequently a buyer will overstock his house because his memory does not serve him just how slow or fast a certain line moves, but by reference to his stock book (if properly kept) the danger of his error being repeated is reduced to a minimum; besides, it removes the strain on the mind occasioned by trying to force his "think tank" to do all the work, leaving him no time for marbles or golf.

In ordering goods by the case, a dealer should be particular to specify how many goods he wishes the case to contain, as most manufacturers have special facilities for building extra large cases, and in many instances the size of the case is regulated by the credit of the purchaser.

## Refer to the Catalogues.

A great deal of time could be saved and many annoyances and delays avoided if a buyer, when ordering by mail, referred to the manufacturers' catalogue for proper descriptions of goods.

One of the convenient helps to ordering is a "short" blank. These should be hung or placed conveniently in various places around the store so that the salesman, when going to a certain stock to make a sale, finds an article running below the normal in quantity, may immediately grab one of the blanks and make a memorandum of the "short," which he hands to the buyer at a convenient moment, for his attention.

This, in a great measure, would do away with rush orders to the manufacturer. It is practically impossible for a manufacturer making an extensive line of goods to have on hand at all times a stock of every number he manufactures. It is absolutely necessary, from an economical standpoint, for the manufacturer to turn out the various numbers of his product in large runs; therefore, when a certain number is found to be short and the machines are mortgaged turning out runs of other numbers, then naturally this "short" must await its turn; and it may be a week or two weeks or a month before it comes. Therefore, as you will see, this blank for "shorts," if given the proper attention, will help both dealer and manufacturer.

## Memo of Goods Not Stocked.

Another convenient blank around the store provides for making memorandums of goods called for, but not carried in stock. These blanks, properly filled out and handed to the buyer, will post him as to the demands of customers and assist him in the selections of new stock.

Every firm, no matter how small, should take inventory at least once every year; this is imperative to the continuance of a successful business.

The buyer knows precisely where he stands. It places him in a position to get under the counter and up in the balcony and down in the basement and up in the loft to

see what is doing in these out-of-the-way and remote country lanes, where many a firm, after ten, twenty or thirty years' hard labor, has found its net profits calmly sleeping among the cobwebs and the dead flies.

The buyer does not need to leave his desk if he will carefully examine each item on the inventory and put a blue pencil check against the slow sellers. Means should be provided to dispose of these lazy goods, even at cost if necessary—anything to turn them into cash. It would be well if the inventory sheets were so marked that he can tell at a glance the exact location of the various items, no matter whether in basement, attic, store proper, or under the counters—the latter, by the way, is a very poor place to carry stock under any and all conditions.

## Get Rid of the Laggards.

Gentlemen, you would do well to pattern your policy after that of the department stores. Get rid of the laggards quickly; have some system about it; arrange for a rummage sale at least every ninety days; advertise it; you will find that it pays and pays big. It will attract customers whose trade you are getting for the first time and will get them acquainted with your store. They will not all confine their purchases to the job lots, but will see something else in your stock, provided the same is attractively displayed.

And now comes one of the very important matters essential to a live business, to wit: Goods properly and invitingly displayed; laid out in a manner to please the eye and conveniently located for inspection; so that the customer, while waiting for his package or change, is given the opportunity to see many items which he uses, one or more of which, it may occur to him, he requires at that moment, thus effecting another sale at the minimum of cost.

## Post Your Salesmen.

An essential for the proper marketing of goods is to post your salesman on the various lines. How many buyers, after purchasing a new line of goods, take the trouble to post their salesmen as he has been posted, by the representative of the manufacturer?

Special pains should be taken to make a particularly attractive window display. It has been my observation that the average dealer, as a rule, puts what I would term top-heavy goods in his window, goods that do not appeal to the average passerby. There are certain goods that every man, woman and child knows can be gotten only in a stationery store, but there are many items which are carried in various stores and are seldom associated with the stationery business, though carried by the stationer, and to these goods the dealer in stationery should attract the eye of the transient, and what better way is there for him to do this than to display them in his show windows? You seldom see nails displayed in the window of a hardware store, but you will see watches and razors and clocks and boxing gloves and various other items which are also carried by merchants in other lines.

I am sure many a sale could be made were price tickets placed on the various articles displayed in the windows. It embarrasses some people to go in and ask for



the price of an article seen in the window, and then walk out because the price is more than they anticipated. The price ticket would overcome this.

Care should be taken not to place goods in the window which can be affected any way by the heat of the sun or by artificial heat, and so far as this is concerned, goods of this character should not be placed too close to steam pipes, hot radiators or stoves in the store.

#### Show the Best First.

Salesmen should show the best goods first, as they pay a larger percentage of profit and it is easier to come down than go up. It increases the volume of sales and swells the net profits of the firm as well as the salary of the salesman.

Surplus stock should be wrapped by the dealer in small packages as is practicable and properly and plainly marked. This would give the dealer nice clean goods to put on his selling shelves instead of boxes fly-specked and with torn or soiled labels.

I find, upon investigation, that much damage is liable to be done to gold pens, gold and silver pencils and goods of that character by displaying them in the same case with fountain pens. The sulphur in the rubber compound from which the fountain pen cases are made oxidizes anything under 14 karat gold, and will oxidize silver pencils and goods of that character after twenty-four hours if kept in a closed showcase with them. When goods have become rusty and shop-worn from this cause they are naturally difficult to sell. The dealer gets tired of the line and says there is no demand for it. Therefore, one of the gold pen companies suggests that this class of goods be kept separate from the fountain pens.

#### Arrangement of Stock on the Shelves.

Slow sellers should be prominently displayed and therefore should have a place in the bald-headed row, where they can see the passing figures and be seen in return by them.

Good sellers should be placed at least half-way back from the front of the store, so as to get your customer where he can't grab his box of pens and make a quick get-away without seeing something besides what he is buying every day.

Many manufacturers furnish special cases for displaying their lines. Evidently their use has been abused, judging from the following extract from a letter received by me from a manufacturer:

"The principal abuse that we have experienced is the selling of one line of goods on the reputation of another by placing one manufacturer's goods in boxes of special display cases gotten up by the other manufacturer. This practice deceives the public and unjustly injures the manufacturer who has used his brains and invested his capital in getting up attractive displays to advertise his goods and create a demand which is to assist the dealer in moving his stock."

#### Clean Out Slow Sellers.

I have demonstrated that the dealer (provided he makes an effort) can easily get rid of what he terms slow sellers or unsalable goods. A valued customer of our house, who was about to move into new quarters, asked us to take back quite a quantity of pencils that were shop-worn. Some contained hard rubbers, others were obsolete, being numbers we had discontinued making years ago. I stated that while I did not wish to offend him by saying no, still should we say yes, the transaction would be practically a dead loss to us, and suggested he first try a bargain sale; that he fill his window with these pencils, put up a big sign saying "Odd lots of pencils at half price for a few days only.

Get them while you may. Procrastination is the thief of time. Note the prices." Price tickets were put on the various lots, and in no case was one of these pencils sold at less than cost; in a number of instances there was a profit, a small one to be sure, but still a profit.

In a few days every dollar's worth of this stock was sold, and on my next trip one of the clerks told me that for days after people would come in and ask if they had any more of those cheap pencils. Was not this better than saddling this old stock on the manufacturer, particularly as he was in no way responsible for the situation? It is surprising how many so-called over-particular people, who can use only a No. 2 grade pencil, find they can use a No. 4 or a No. 5 or a 7H pencil when they think they are getting a 50c-a-dozen article for 25c. This clerk also told me that this bargain sale had brought them customers who had never dealt with them before.

#### THE TRAVELER AS A "KIDDER."

Some years ago I was sitting at dinner in the large dining hall of the Kerby House, in Brantford. At the same table two well known travelers were afterwards seated. The first comer had his first course before him when the other sat down, and looking about for the salt espied it on the opposite side of the table out of his reach. Politely and smilingly he said to his vis-a-vis:

"Will you please pass the salt, please?"

I supposed the other man was deaf, for he paid no attention to the polite request; but I was soon disabused of that idea by his ready reply to a remark made to him by a friend at another table. Again traveler No. 1 asked him to "Please pass the salt!"

"Are you speaking to me?" asked No. 2.

"I certainly am," was the reply. "I have tried, as politely as I know how, to ask for the salt."

"If you want everything you see on the table, why don't you ask the waiter to bunch 'em around your plate? Don't mistake me for the waiter, sir." And the salt calmly reposed at his elbow.

"Oh, I beg your pardon. I mistook you for a gentleman. You see, you are dressed like one and my mistake was quite natural. You'll excuse me, won't you?" sweetly.

"I sat down at this table expecting to mind my own business," roared No. 2. "I shall expect you to do the same, or I shall appeal to the proprietor to throw you out."

"My error in judgment seems to have been exceedingly bad. I mistook you for a gentleman; now I discover that you are a coward—a coward, sir; do you understand me? Why don't you throw me out? You are bigger than I am, you big fathead!"

"Gentlemen," said No. 2, turning to the others at the table, "I appeal to you. Do I deserve all this abuse?"

"Certainly not," they chorused in unison. "I'd fire the blasted salt at his head," said one, bolder than the rest. "He's a brute," said another.

By that time No. 1 had finished his meal. Leisurely drying his moistened lips and fingers on his serviette, he smiled upon those who were berating him, and bowing like a Chesterfield to those at the table, left the dining room. Close after him followed No. 2. The others hurriedly swallowed their dessert and hastened from the room "to see the fun," for they felt certain of a lively set-to between the strangers. They found them at the cigar stand selecting, in the friendliest manner, an after-dinner cigar and laughingly uproariously at the joke they had played on the unsuspecting and indignant listeners at the table.





## HOW A WOODSTOCK BOOKSELLER ENCOURAGES CASH SYSTEM—GIVES TWENTY-FIVE CENTS CREDIT CHECK FOR EVERY \$5 IN CASH COUPONS—WILL NOT HANDLE OR DELIVER NEWSPAPERS AT LESS THAN COST—HIS METHODS.

"We do almost an entire cash business except with large firms and big factories where we present monthly accounts. We encourage all customers to pay cash. When they have \$5 worth of coupons from the National Cash Register, they may present them and receive twenty cents worth of goods in trade. This method, a simple and easily operated one of my own, has worked out very well," declared Mr. John Sutherland of the J. & J. Sutherland book and stationery store, Woodstock.

"Another thing," he continued, "I will not, no matter what others may do, take orders for and deliver a daily newspaper at a loss. I certainly must see my way clear to come out even on every subscription or I will not accept it. I am not going to pay a boy to do the work and have the expense come out of my pocket when it should come out of the customer's."

### A Model Store in Many Points.

One of the brightest, neatest and most attractively kept book shops in the province is that of J. & J. Sutherland, Woodstock, Ontario. This firm has long been recognized as leading stationers in Brantford. Five years ago they opened a store in Woodstock where they have built up a large, clean and yearly expanding volume of trade.

The ground floor premises are 100 feet deep and 24 wide. A large cellar is used as a repository for room mouldings and wrapping paper. The second floor is made use of as a store room while on the third flat there is a library of old books—about 20,000 volumes in all—which Mr. Sutherland bought when the effects of an old resident, who was a great reader, were sold after his death. The store is well supplied with silent salesmen wherein the goods are artistically displayed.

On the left of the entrance are silver novelties in a show case, fancy stationery, blank books, school supplies, and a general assortment of stationery, extending back to the office. On tables arranged down the centre of the establishment are art goods, fancy china, brass and metal souvenirs, post cards, etc. On the right are books of all kinds, magazines, etc. About mid-way are the Oxford Bible, prayer and hymn books, which are kept in a large hand-wrought cathedral-style, solid mahogany book case. This book case is of decidedly ancient pattern and is highly prized by the proprietor, Mr. Sutherland. At the rear of the store is a large, well selected stock of wall paper.

### Does Not Favor Many Departments.

Discussing the question of stock Mr. Sutherland said that he did not favor many departments. There should, in his opinion, be only a few and these should be well supplied. As to toys, not to speak of the room they occupied, it often took as long to sell a twenty-five or fifty cent article as it did \$2 or \$3 worth in other lines. Then there was the breakage. When a spring gave out a toy was practically unsaleable and all profit made on many others gone.

"In art, china, brass, metal and copper goods, cut glass and sterling silver creations, we go pretty heavy especially at Christmas season. We have no special bar-

gain days. We get rid of odds and ends of stock by marking them down and placing them on a table in a prominent position in the store."

### Why He Doesn't Advertise.

Mr. Sutherland does not advertise in the local press. He firmly believes in the efficacy of advertising and would use space but considers the quotations too high for a stationer to pay as the sales of a bookseller are small, compared with the receipts of some businesses such as dry goods, groceries, boots and shoes, etc.

He changes his windows every week, displaying seasonable goods and takes stock once a year—in January—which proceeding requires about ten days. He is a strong believer in handling sporting goods. In the wall paper line the firm have established a wide connection and developed a good trade.

"What about the new issue of school books?" was asked.

"Well, its just this way," responded the speaker as he looked seriously at the interrogator. "In Woodstock all school supplies are tendered for and we have no sale of readers, grammars or geographies anyway to town pupils."

### The Book Buying Public.

"We find that copyright fiction is bought up pretty well and there is a good sale now and then of the standard authors. Stationers should not buy so heavily of the newest novels that they have stock left on their hands. In the handling of books it is the same as in many other departments—a great deal depends upon proper buying. We supply Sunday school and other libraries and generally find our book trade satisfactory. It is well to proceed along conservative lines here and not be trying out new ideas which may prove costly. We do not experience the effect of any opposition on the copyright book business from the mail order houses. The postage is too high for them to cut in very much."

A good stock keeper and store manager is Mr. Sutherland. He is neat and methodical and in the classification and handling of his goods, there is no suggestion of business overcrowding or jumbling. "A place for everything and everything in its place" is his motto. In conclusion he added that the practice of gift-giving and remembrances by private and pictorial post cards is one being honored more and more as the seasons pass and that local view cards and reproductions of the higher and better things in the world of art, painting and literature would always have a ready and constant demand.

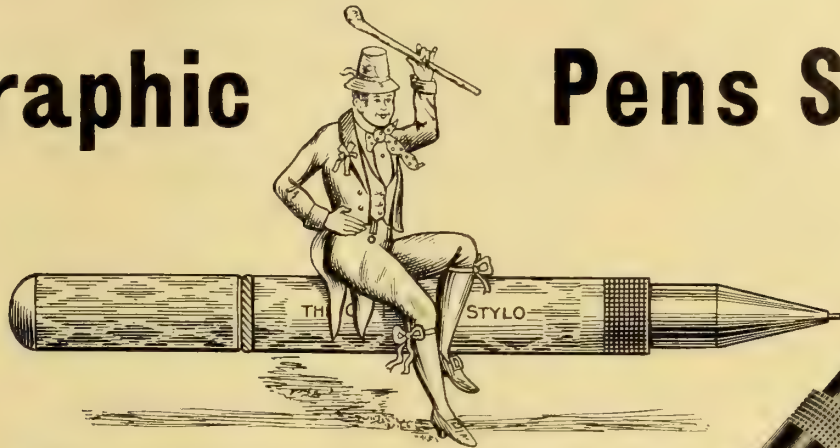
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Over 11,000 copies of the 1909 edition of "5,000 Facts About Canada" have already been sold, and the demand continues active. The sale in the west has been exceptionally good, the Winnipeg wholesale dealers sending in frequent repeat orders. The publishers, the Canadian Facts Publishing Co., 667 Spadina Ave., Toronto, and the compiler, Mr. Frank Yeigh, are to be congratulated on the success of this unique little book.



# Stylographic

# Pens Sell



## THE LAMENT OF THE IRISH EMIGRANT

"I'm sitting on the Styl-o, Mary,  
But I can't keep it down."

A good thing cannot  
be kept down.

The Varsity and Busy Man's Stylos have plain cap and barrel, and are exceptionally attractive offers for the price.

Smooth, steady, clean, clear writers. No spluttering or leaking.

The "Black Baby" and C.C.C. Pocket Stylos have chased cap and barrel, which gives them a very neat, finished appearance. The C.C.C. Pocket Stylos are especially adapted for red ink, as they are reddish brown in color.

"Black Baby"  
and

C.C.C. Pocket Stylos

\$7.20 per dozen.

Varsity and Busy Man's Stylos

\$3.60 per dozen.

They are the completest and cheapest articles of their kind on the market. Every pen is packed in a neat box, along with directions for use, a glass filler and wire cleaner.

## THE COPP, CLARK CO., LIMITED

64-66 FRONT ST. WEST, TORONTO, CANADA





## A Strong List of NEW

**THE SINS OF SOCIETY.** By Cecil Raleigh. Adapted from the celebrated melodrama of Cecil Raleigh and Henry Hamilton, called "The Sins of Society" which drew all London to Drury Lane in the Autumn of 1907. It was the talk of the town from the highest circles to the lowest. Cloth, \$1.50.

**THE MARRIAGES OF MAYFAIR.** By E. Keble Chat-

terton. Adapted from the drama of Cecil Raleigh and Henry Hamilton.

Those who enjoy an exciting story full of dramatic situations will find in "The Marriages of Mayfair" plenty of stirring incident, of narrow escapes and interesting characters. A strong love story runs through the novel, and a happy ending to the sound of marriage bells comes after manifold complications. Cloth, \$1.50.

**JEANNE OF THE MARSHES.** By E. Phillips Oppenheim, author of "The Governors."

The story portrays a most pleasing contrast between the clean and primitive in human nature, and its baseness as found in a society besmeared with all the vices of the gambling habit. Cloth bound—Illustrated, \$1.25.

**NORTHERN LIGHTS.** By Sir Gilbert Parker.

Tales of the Great West before and after the effects of modern civilization. An intensely interesting story. Illustrated, cloth, \$1.50.

**THE HAVEN.** By Eden Phillpotts. A long and powerful story.

This is a delightful tale of the fisher folk of Devonshire of present day times, and is full of interest from cover to cover. Cloth, \$1.25.

**THE PERJURER.** By W. E. Norris. A capital story. The situations throughout are very ingeniously managed, and the persons concerned portrayed with more than usual skill. Cloth, \$1.25.

**JOHN MARVEL, ASSISTANT.** By Thomas Nelson Page. Author of "Gordon Keith" and "Red Rock." Every sign points to a repetition in the popular demand for this novel of the enormous success which followed the publication of "Gordon Keith" six years ago, and of "Red Rock" eleven years ago, more than 300,000 copies of these novels having been sold. Illustrated by James Montgomery Flagg. Cloth, \$1.50.

**ANNE VERONICA.** By H. G. Wells. Author of "Tono-Bungay."

The work is, in fact, full of humor, and, though it is a social study of London life to-day in the first instance, it abounds in situations among the strongest and most dramatic Mr. Wells has conceived. Cloth \$1.25.

**THE FLUTE OF THE GODS.** By Marah Ellis Ryan. Author of "For the Soul of Rafael," "Told in the Hills," etc.

This is a powerful, inspiring romance of the American Indians of the Desert and a band of Spanish explorers, written by an author whose former books, notably "For the Soul of Rafael" and "Told in the Hills," have been remarkable successes commercially and otherwise. 24 illustrations in photogravure, by Edward S. Curtis. Cloth, \$1.50.

**EMILY FOX SETON.** By Frances Hodgson Burnett

A combination in one vol-

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**NEW NOVEL.** By Baroness Orczy. Cloth, \$1.25.

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The book is a long one, dealing with varied social worlds. There are numerous principal characters, and innumerable types of modern existence are introduced to the reader's consideration. Cloth, \$1.25.

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**POSSON JONE' AND PERE RAPHAEL.** By George W. Cable. With a new word, setting forth how and why the two tales are one.

The one story is as complete as it is fascinating, and shows in perfection the qualities that make Mr. Cable's Creole stories a delight for ever, and classics of our literature. The illustrations in colors make this one of the most beautiful of holiday books. With 8 full-page illustrations in colors by Stanley M. Arthurs, 8vo., \$1.50.



**BELLA DONNA.** By Robert Hichens. Author of "The Garden of Allah," "A Spirit in Prison," etc.

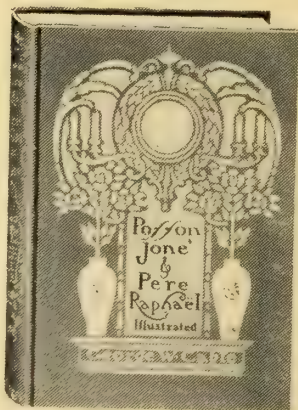
Competent English critics who have read the manuscript think the new tale is the best which Mr. Hichens has written. Cloth \$1.50.

**THROUGH THE WALL.** By Cleveland Moffatt. Author of "The Battle," etc.

A strong, gripping detective story, with the scene laid in Paris. The leading figure possesses all the salient characteristics of Conan Doyle's famous creation, Sherlock Holmes, yet withal is distinctly original in his methods. Illustrated, 12mo., cloth, \$1.25.

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This is a capital volume for boys, full of thrilling adventures and hairbreadth escapes. No one knows better than Mr. Miles how to cater for boys, and this volume is quite up to the compiler's high-water mark of excellence. Illustrated. Price, \$1.25.



## The COPP-CLARK CO. Limited



# AUTUMN BOOKS

**THE ROMANCE OF FRA FILIPPO LIPPI.** By A. J. Anderson. A new fascinating work.

The writer has painted Fra Filippo in quite a new light, and no one who reads the book can be hard on the sweet, gentle, erring Lucrezia. In his treatment of the subject, Mr. Anderson has painted the love-making with much fervor. With a photo-gravure frontispiece and 16 full-page illustrations on art paper. In one vol., demy 8vo., cloth gilt, and gilt top. \$2.50.

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This volume contains a large selection of the most popular stories in this wonderful collection. Miss Stratton's name is sufficient guarantee for the artistic merit of the book, and Miss Gladys Davidson has edited the edition with great care. Large Crown 8vo., cloth extra, gilt top, \$1.25.

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**THE AMERICAN GIRL.** Drawings by Harrison Fisher.

12 illustrations in full colors. With a foreword by J. B. Carrington and a portrait of Mr. Fisher. These striking drawings of American girls indoors and out-of-doors, walking, talking, dancing, and playing tennis, are beautifully reproduced in full colors. The pictures are printed on fine surface paper, inserted in rough surface brown paper, and with the titles in gold letters. Folio, \$3.50 net.

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A book of pictures, 24 full-page color illustrations and 75 in black and white. Cloth, large 8vo., \$3.00 net.

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People and scenes from every kind of life in town, from girls and men at dances, dinners, and teas, to types and scenes in cars and parks and on sidewalks. The humor, variety, and sentiment, and astonishing technical skill of the drawings establish Mr. Flagg in the rank of C. D. Gibson, though with a wholly new and personal point of view. About 80 illustrations in pen and ink and half-tone, with cover in colors. Cloth, \$3.50 net.

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In addition to the title poem the volume includes "The Sea Gulls of Manhattan," "A Noon-Song," "The Telling of a Dream," Sonnets on Keats, Shelley, Wordsworth, Browning, Milton, and other poems written since the appearance of the author's previous collection. This will be the only new book this year by Van Dyke. 12mo., \$1.25 net.

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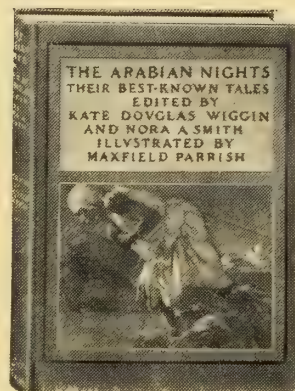
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Boys will be spell-bound in reading the adventures of Midshipman Ford: how in command of an armed junk he engages four other junks, how he is wounded and captured, how he escapes and finally returns to the ship with Sally and her father. Staff Surgeon Jeans has provided a perfect picture of the Royal Navy of to-day. Illustrated by William Rainey, R.I. Large crown 8vo. cloth extra, olive edges, \$1.25.

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Toronto, Canada



# Three New Games

## "Home Stores"

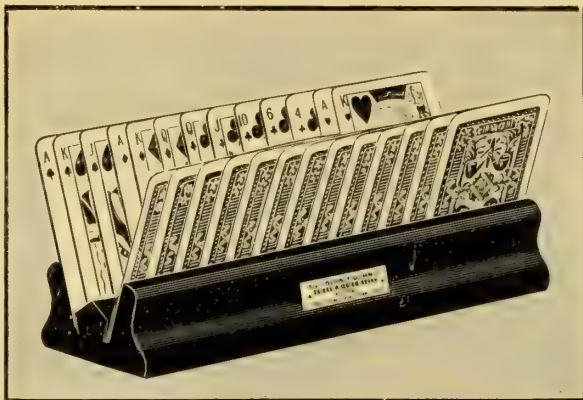
A decidedly interesting and educative game for children. All the packages of merchandise are made up to resemble the class of goods sold in the big stores. Indeed, they are in most cases samples of the genuine goods themselves so that no harm may result from their being eaten.



TWO SIZES No. 5630, \$3.60 per doz.; No. 5629, \$1.80 per doz.

Everything complete and up-to-date for playing the game of "Shopping." The contents include miniature packages of Quaker Wheat Berries, Grape Nuts, Popcorn and tins of Huntley & Palmers' Biscuits, Coffee, bottle of Symington's Coffee, etc., with scales, empty boxes, bags, counter, etc.

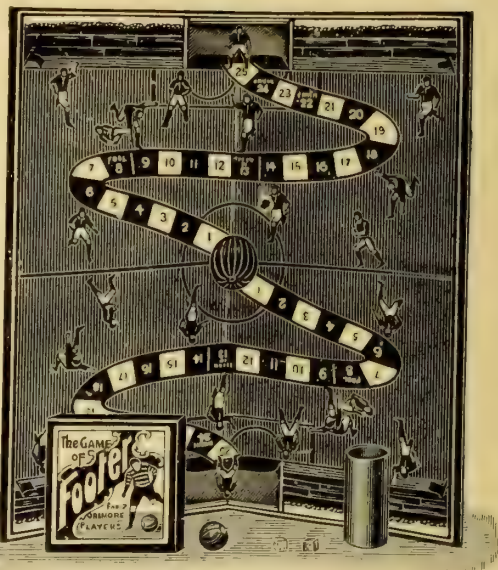
"Home Stores" should prove immensely popular among your customers who will be ready to appreciate the advantages of a favorite children's game being gotten up in such a cleanly and modern style.



## "Double Dummy"

Bridge and Whist Board for two-handed Bridge. The two players do not sit opposite, but on adjoining sides of the table as opponents would do in the regular four-handed game. Whist, euchre, hearts, or other four-handed games may be played with the "Double Dummy" board.

*Rosewood or Ebony Finish, \$12.15 dozen.*



## "Footer"

A parlor table game of football for two or more players, with rules similar to those governing a regular field match of Association football. Easily played and very exciting. Sure to prove a popular seller, as there is ample opportunity for lots of enjoyment.

*Price, \$1.80 dozen.*

**The Copp, Clark Company, Limited**  
64-66 Front St. West TORONTO, CANADA



# WHAT MANUFACTURERS AND JOBBERS OFFER—A LONG LIST OF ATTRACTIVE NEW GOODS—PENCIL CABINETS TO THE FORE—LOOSE-LEAF GOODS—GAMES AND TOYS—CHRISTMAS TAGS—WEDDING CAKE BOXES FOR STATIONERS

## Wedding Cake Boxes.

At all times of the year wedding stationery is in demand, and a supply of wedding-cake boxes in the fixture or stockroom is always live stock. The fault with many sorts of wedding-cake boxes is that they do not stand the rough handling they receive in the post and are easily opened by the inquisitive people through whose hands they pass in transit.

The "Imperial" series of boxes, made by E. Kaufmann, of London, Eng., are the products of a firm who have studied the subject of cake boxes from every point and are undoubtedly a line especially worth the attention of stationers who like to have goods of undoubted merit to offer their customers. The special feature, of

plain or in gold or silver; reproductions of black and white sketches of Old English castles, villages, streets, etc.; and many with aerographed borders and shadings in various tints. They are printed on smooth, mottled, ivory or rough handmade papers, with greetings in black, colors, silver or gold, and are mostly tied with silk ribbons or cords to match the prevailing tint. In all there are fifty-two excellent specimens of English-made cards, only requiring the customer's name and greeting to be printed in.

## Pencils With Clips.

L. & C. Hardtmuth Koh-I-Noor and Mephisto pencils are now to be had equipped with Mercantile Adjustable clips. This clip has added to the practicability of the



Koh-i-Noor and Mephisto Pencils with Mercantile Adjustable Clips attached.  
(L. E. Waterman Co.)

the boxes, is that they are "Self Locking" and cannot possibly be opened after they have been closed by the sender without cutting away a portion of them, and are so ingeniously contrived that the contents cannot possibly be tampered with while they are going through the post. The inner tray has a double surface across its base which dovetails into the bottom of the outer case, so that no amount of pulling or twisting will allow their contents being reached. The boxes are tastefully finished off with lace edging and have a postal tab attached.

## Blank Christmas and New Year Cards.

Bookseller and Stationer has received from W. W. Russell & Co., East Dulwich Road, London, Eng., their sample book of blank cards for Christmas and the New Year. It contains many exquisite specimens and the range is sufficiently varied to meet all tastes. Among them are cards bearing beautiful three-color prints; hand-painted cards; stamped and embossed initials and designs,

constant use of a high-grade pencil. Dealers can procure these pencils with clip attached, boxed in dozens, with handsome lithographed cards, from L. E. Waterman Company, Limited, Canadian representatives of L. & C. Hardtmuth.

## Christmas Papeteries.

On the back cover of this number are illustrated a few leaders from the Christmas papeterie line of Buntin, Gillies & Co., Hamilton. The range for 1909 is the best ever shown by this house. The boxes are new in shape and design, all filled with high grade white linen finish stock. It will pay dealers, who have not already ordered, to write for illustrated circular which describes the complete range.

## "Modern" Thumb Tacks.

The latest in thumb tacks on the market is the "Modern," made by Duryea-Hoge Co., New York City. This tack is well finished and is made in steel, brass or



EVENING PRAYER

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LAUGHAWAY

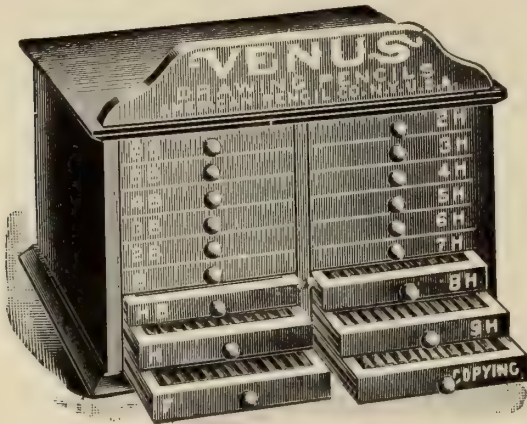
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German silver. For a trial, it is to be had in special cartons, containing three gross assorted sizes. The plain carton containing steel tacks is listed at \$1.05 and the fancy carton at \$1.15. Prices for brass tacks are \$1.68 and \$1.75 respectively.

#### Venus Pencil Cabinet.

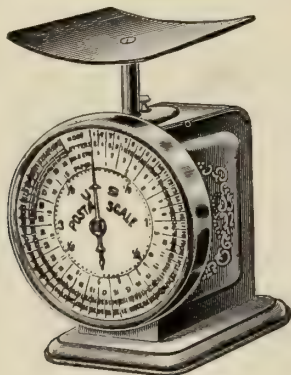
Clark Bros. Winnipeg, have in stock a large number of attractive pencil cabinets furnished by the American



Venus Pencil Cabinet.  
(Clark Bros., Winnipeg.)

Pencil Company. They are given to the stationer upon the purchase of five gross of Venus pencils. The cabinet is an exceedingly neat device for storing the pencils which the retailer has in stock. It resembles a miniature filing desk with its eighteen shallow drawers fitted with little brass knob handles. The drawers are all of a uniform size and made especially to contain one dozen of the octagon Venus pencils. The pencils are all graded as to quality and put into separate drawers upon which is placed a sign corresponding with the quality of the lead in the pencil. This is one of the outstanding conveniences of the cabinet in that it enables the stationer to keep the various grades distinct.

This cabinet is one of the many interesting devices which Clark Bros. are introducing in the west and which is becoming popular with the stationers. The Venus pencils as well as the cabinet have just recently been taken into stock, although the American Pencil Company's goods are well known. The cabinet is certainly an asset to the company's lines as is proven by the already heavy demand for the goods by which it is obtained.



U.S. Postal Scale.  
(Brown Bros.)

#### Spring Computing Scales.

The Brown Brothers, Toronto, carry a complete range of Pelouze Spring Postal Scales. These are standard goods. They show at a glance the weight of a package, as well as the postage required. The spring scale is very

popular for the reason that there are no weights to lose and they are much more rapid than the ordinary style with weights.

#### New Waverley Pens.

Macniven & Cameron, the pen makers of Edinburgh and Birmingham, have recently brought out two varieties of the Waverley pen—"the Boon and Blessing."



Two New Waverley Pens.  
(Macniven & Cameron.)

They are the "Bent Back Waverley" and the "Reservoir Waverley," as illustrated. The former pen is for writers who hold the penholder more upright than is customary, and the latter retains sufficient ink to write 250 words with one dip. Stationers and dealers should note these two lines, particularly the Reservoir Waverley. It will undoubtedly interest customers, as it saves dipping and saves ink.



THE KISS  
Copyright by Celebrity Art Co., Boston.

#### New Modern "B" Holders.

Duryea-Hoge Co., 108 Fulton St., New York, have put on the market a new pen and pencil holder, called the



Modern "B" Pencil Holder.  
(Duryea-Hoge Co.)

Modern "B." It is made in two sizes, one for fountain pens and the other for pencils, all are finished in nickel, highly polished and put up attractively.

#### Waterman's Ideal Fountain Pen Window Display.

L. & E. Waterman Company, Limited, Canadian manufacturers of Waterman's Ideal Fountain Pens are distributing to the trade a handsome lithographed window outfit. This display when set up is 6 ft. long, and 30 in. high. It is made with folding wings 16 in. in width. The centre portion of the display shows a bird's-eye view of a modern city, plainly picturing the various styles of air ships that have proven successful to date, and in the foreground of the centre there is pictured a government office with its occupants overlooking the scene. The two side wings show familiar scenes excellently reproduced. Dealers will be very enthusiastic over this display, as it is sure to attract much attention in making a beautiful and simple window. The cut-out is made of heavy cardboard stock, and lithographed in 10 colors.





YOU ARE DEALING WITH  
A KNOWN QUANTITY  
when you handle the writing papers manufactured by the *Eaton, Crane & Pike Co.*

For years these papers have been generally accepted as occupying the foremost rank among the high-grade social correspondence papers, both as to quality, beauty and style. Our extensive variety, offering a wide range in prices, our liberal advertising in the magazines of general circulation, and our splendid facilities for handling Canadian business, make it especially advantageous for you to handle the

## *Eaton, Crane & Pike Papers*

Our line comprises the well-known and justly celebrated

### *Crane Papers*

made at Dalton, Mass., among the most popular of which are Crane's Linen Lawn, Crane's Kid Finish, Crane's Grenadine and many others. We also manufacture

### *Highland Linen*

which still retains its universal popularity as a high-grade fabric finished writing paper at a moderate price.

Just now the "best sellers" are the new Paris colorings in

### *Crane's Linen Lawn*

daybreak pink, willow green and orchid

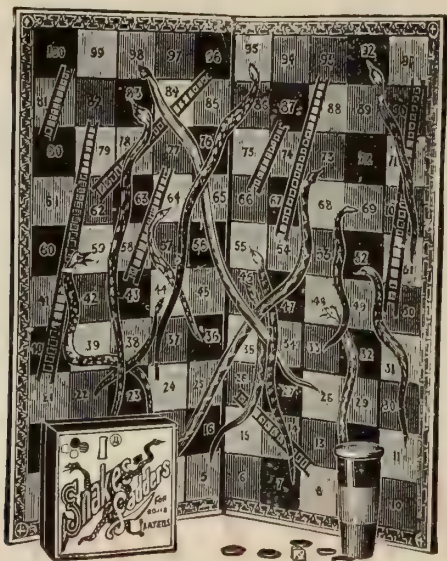
We will be pleased to mail samples of these colorings to any of the trade who have not yet seen them.

EATON, CRANE & PIKE COMPANY  
PITTSFIELD, MASS., U.S.A.

TORONTO OFFICE: 42 ADELAIDE STREET WEST

## Some New Games.

The Copp, Clark Co. offer several new games this season, among them being "Snakes and Ladders" for two, three or more players (\$1.80 per doz.), and "Across Canada," an exciting and instructive game (\$1.80 per



Snakes and Ladders — A New Game shown by Copp, Clark.

dozen). They also have the following games assorted at 38 cents per dozen: Ludo, Spyrol, Royal Ludo, Skilly, Snakes and Ladders, Bagatelle, Golfo, Halma, Footer, Yacht Race, Draughts, Steeplechase, Fondaks, Bogie Man, Twiddleums.



Across Canada — New Game shown by Copp, Clark.

## Holiday Papeteries.

The Brown Brothers, Toronto, are showing a handsome line of fancy papeteries suitable for the holiday trade. The boxes come in the ever popular holly and mistletoe coverings, and in addition to these there are several beautiful floral, figure and scenic effects. These lines are strictly high grade and made to sell at popular prices.

## Calendars, Pads and Stands.

The Brown Brothers, Toronto, are now prepared to supply the standard desk calendars, such as the Handy, Gem and Daily. The trade are advised to order early.

## Ontario Writing Books.

E. H. Harecourt & Co., Toronto, publishers of the Ontario Writing Course and Blank Copy Books, announce that these will be ready for delivery about September 22,

and they will be prepared to fill orders from the trade on that date. A lively demand for these books is expected and dealers would do well to place their orders early.

## Samples for the West.

A. Roy MacDougall will make a special trip this fall to the Pacific coast with samples of the different manufacturers he represents. He will specialize Lepard & Smith's lines of flat papers, writing papers, etc. This is one of England's oldest firms, being established in 1746 and they carry a large range of papers. They also manufacture papeteries, visiting cards, scribblers and exercise books. Mr. MacDougall will also have samples of the Powers Paper Co.'s papeteries, tablets and envelopes, and all the other lines he carries, also Messrs. Geo. Wright & Co. of London, England, stationers' sundries.



Magazine Rack.  
(Gier & Dail Mfg. Co.)

## New Ideas in Display Fixtures.

Probably no manufacturing business that has started in recent years has made such a rapid growth in their line and evolved so many new ideas in display fixtures as has the Gier & Dail Mfg. Co., of Lansing, Mich. This firm started business only a little over a year ago, manufacturing only one style of post card rack. A new catalogue which they have just issued shows nearly forty different styles of cabinets and stands for displaying magazines, tablets, post cards, bound books, dime novels, sheet-music, newspapers, etc.

This catalogue demonstrates beyond a doubt that this concern has made a thorough study of the conditions in retail stores. The remarkable feature of their line is the fact that practically every article represents an original idea and serves a purpose not accomplished by any other fixture.

Their latest invention is a fixture for displaying wall-paper. This fixture consists of a series of wings on which are fastened the common window shade roller. The wall-paper is rolled up on these rollers and when the salesman wishes to show his paper he rolls down these samples as he would a window shade. Retailers who are looking for up-to-date ideas in their store can gain a great deal of valuable information from the catalogue issued by this concern.

## Loose Leaf Devices and Supplies.

The Boorum & Pease Company, of New York, are manufacturing a new and thoroughly up-to-date line of loose leaf devices, which will be ready for delivery during September. Special attention will be given to the Canadian trade. The well-known principle of this company, is to "sell to the trade only." This important principle will be strictly adhered to in the sale of their new line.



Among the important items of this line will be the loose leaf ledgers. Three grades will be carried, the "Special," "Standard" and the "Empire," each at different prices to accommodate all classes of consumers. All these ledgers are made of cold rolled steel and are of designs which the Boorum & Pease Company believe to be far superior to anything now on the market. The "Special" ledger or No. 1 grade is made up of the best materials and workmanship that it is possible to obtain. The "Standard" ledger or No. 2 grade is made of slightly lower materials, and the "Empire" ledgers, or No. 3 grade, is designed for an extremely low priced ledger.

The sheets and indexes for the above are in three grades to correspond to the different grades of ledgers.

In making the Special a superior grade of ledger paper is used with a patented flexible hinge, which will at once attract the attention of the trade. This hinge is not put into the sheet after the paper is finished as is usual, but is applied during the process of manufacturing the paper, after which it is properly sized, leaving the paper smooth so that it can be ruled over, and as strong as the balance of the sheet.

The "Standard" and "Empire" sheets are made with the usual creased hinge in different grades of ledger paper. The indexes are made of the same grades of paper as the ledger sheets but of a different color, such as blue and buff, to be easily distinguished from the sheets. Transfers and temporary holders to match the ledgers complete this branch of the line.

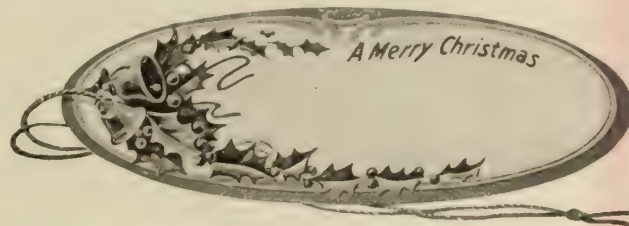
In the Post Binder line, all classes are carried, such as the Endlock, Toplock, Screw Top binders with  $\frac{3}{8}$  in. diameter posts, and also a complete line of 3-16 in. diameter post binders, sheet holders, prong binders, price books, record books, students' note books and hard punches are carried.

As previously stated special attention will be given to the Canadian business, prices, etc., being such that the stationer can sell this new line with a good margin of profit. A new loose leaf catalogue of 88 pages full of interesting and instructive information is now ready and if you have not received one, you are requested to write for full particulars.

#### Dennison Christmas Gift Dressings.

It's only a few years since the Dennison Manufacturing Co. tentatively presented to Christmas customers in their Boston store a delicately-designed and printed tag for Christmas packages, yet last year there was scarcely a village in the States which the Dennison Christmas tag did not penetrate. It was a familiar design in Canada, and the King and Queen of England purchased a large supply for their personal use.

This year the line is more extensive and varied than ever, the designs more original and beautiful, the old holly and Santa Claus themes, while always popular, sharing in attractiveness with the brilliant poinsettia.



Xmas Tag  
(Dennison Mfg. Co.)

One of the fast-selling innovations is an oval-shaped miniature tag, as here illustrated. Another beautiful design is a large oval poinsettia tag. The seals are as dainty as ever, and guaranteed well-gummed, an essential factor.

The put-up of these Dennison specialties will gladden the heart of every dealer. The cartons are red—a beautiful Christmassy red, lined a delicate green, against which the individual packages of seals, in white and gold folding boxes, cards and small tags in paraffine envelopes, and the larger tags in open-faced red boxes show up most attractively.

Given goods in popular demand, new designs, finest quality, attractive put-up, extensive advertising (and the leading periodicals of the country will contain Dennison ads.), easy handling and easier selling, and the merchant who does not reach out for his share of the profit in Dennison merchandise is indeed short-sighted.

## IF YOU NEED FINE PAPERS

at all for your trade, you need Hurd's. If there is any reason for your selling high-grade papers, there is every reason in the world for your getting the best. By every test—quality, fashionableness, manufacture, and popularity—the ones with "Hurd's Name on the Box" are the best. The Hurd papers are the best known everywhere to the users of fine correspondence and wedding stationery, and the demand is for them. You know how easy and profitable it is to sell goods that are in demand. Bear in mind our established rule, that we never sell direct to the consumers.

Our assortments of holiday boxes for those who did not see our line or thought they had enough, will supply extra fine sellers. Write to us about them or give us an open order.

**GEO. B. HURD & CO.**

**Fine Paper Makers**

**425 & 427 Broome Street, New York, U. S. A.**





NAT'L SCHOOL SLATE COMPY  
**GERM PROOF**  
SLATINGTON PENNA. U.S.A.

*This shows a genuine  
"Germ-Proof" School  
Slate, the only  
sanitary slate  
on the market.  
Adopted by the  
Board of Education  
Toronto  
It costs no more  
than the common  
kind and is for sale  
by all Canadian  
Jobbers.  
Demand the slate  
with the Red Cross.*

FIRST QUALITY  
**OAK LEAF BRAND**



Underwood's Inks last as long as the paper

# MUSIC BUSINESS REACHES FORMER LEVEL —NEW SONGS ON THE MARKET— DEMAND INCREASES — HELPFUL AID FROM PHONOGRAPH MANUFACTURERS

Over retail counters the demand for sheet music is once again as strong as during the spring months. Towards the end of the month, when vacation days are practically over and the cold weather sets in, will see the demand at its height. Theatres are open again,

be placed the gramophone or phonograph, with its records of song, speech and story. The fall months are a good time to push the sale of these machines and to increase the sale of records at the same time. The manufacturers offer useful assistance in this department, sending out electros for newspaper advertisements free of charge. These ads are the work of experts and form a material aid in bringing business to the store. We illustrate a couple of these free ads sent out by one of the big manufacturers. Other makers are equally liberal.



**Have You Heard an  
Amberol Record ?**

Until you have, you haven't heard an Edison Phonograph at its best. The tone is beautiful and the selections by far the best ever heard on a talking machine.

Amberol Records play, sing or talk twice as long as the Standard Edison Records and longer than any other Record of any kind.

If you have a Phonograph, we can equip it to play Amberol Records. If you haven't, we can sell you one on your own terms.

*(Dealer's name and address.)*

having been closed during the summer months, and all the news songs are being introduced.

"I wish I had a Girl," published by Jerome H. Renick, continues to sell well although it was a last season favorite. "Honey Land," rather a catchy piece with a pleasing melody, and "Pay More Attention to Me," a coon song, are also published by this house. Still another one is "Stingy Kid."

Shapiro Music Publisher has two good pieces in "Let The Rose Tell My Story," and "Tittle, Tattle, Tattle Tale."

In vocal music the Delmar Music Co., Montreal, find the demand for "Strolling," the new song by the authors of "In Dear Old Sweetheart Days," greater than ever. "Carita," a new instrumental number, published by this house is also going strong. No dealer should be without these two pieces of music.

"Heart Murmurs," published by Walter Jacobs, Boston, is expected to meet with public favor this fall.

"Consolation," a companion piece to "Meditation," is published by The John Church Co., Cincinnati. It is very tastefully written.

Remick has four good instrumental numbers in "The Love Tree Waltz," "The Lady Bug's Review," "In Love's Net," and "A Terrible Turk." All are in a class by themselves.

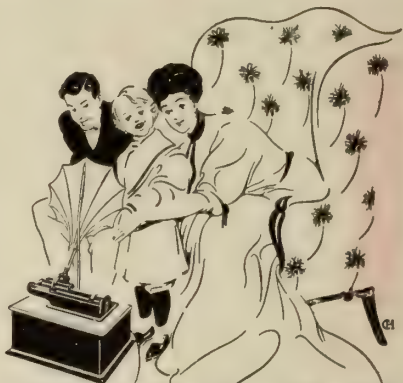
## Gramophones and Records.

With the coming of shorter days and cold weather, home life attractions increase and among them may well

## SUNDAY SCHOOL SUPPLIES.

A considerable business can be done by wide-awake book and stationery dealers with the various Sunday schools in their district, a very considerable quantity of mottoes, Christmas cards, scripture books, reward cards, etc., being needed each year by teachers, superintendents, etc. In this connection, attention should be given to the "Emmanuel" series, published by E. Kaufmann, London, Eng. This line is much too extensive for us to comment on in detail and it is not easy to describe products possessing so much artistic merit.

Everything that can possibly be needed or desired is offered, the line ranging from penny books containing sixty-four reward cards to wall text to retail at fifty to



**EDISON  
PHONOGRAPHS**

WE want everyone who has not yet experienced the delight of owning and listening to an Edison Phonograph to come to our store and hear the Edison Phonograph play. There is only one way to know how good the Edison Phonograph is, and that is to hear it. Nothing can describe it.

**EDISON AMBEROL RECORDS**

are the new Records which have just been made to play on the Edison Phonograph. They play twice as long as the old ones and play far better. This is the latest great discovery of Mr. Edison for the benefit of his favorite invention, the Edison Phonograph. Equip your phonograph to play Amberol Records.

*[Dealer's name and address here.]*

seventy-five cents each. Book marks, pledge cards, picture books, verse cards, etc., in very large variety and of exceptional merit, are shown in the catalogue published by this concern.





## Money-Making Music Lines for the Stationer

EVERY stationer during his business experience is repeatedly asked for Mouth Organs. It makes no difference whether you make a pretence of carrying them in stock or not. If you are not carrying them, why not? There is a big and continuous demand for them, a good margin of profit, quick turn-overs and no dead stock. We carry all the leading makes and *supply the trade only*. If you have not our trade catalogue on all our lines write us to-day. We would be glad to send you a copy, charges prepaid.

Some quick-selling lines that the stationer would find profitable to handle are:

Accordeons  
Autoharps  
Jews' Harps  
Kazoos  
Phonographs  
Tin Whistles  
Violins

Bows, Bridges,  
Cases, Resins,

Strings for Violin,  
Barjo, Mandolin and  
Guitar

WINNIPEG  
MANITOBA

The **WILLIAMS** & SONS CO.  
R. S. LIMITED

TORONTO  
ONTARIO

# Ready Sept. 22nd, 1909

ONTARIO WRITING COURSE, - to retail at 5c.  
ONTARIO BLANK COPY BOOKS, - to retail at 2c.

## NOW READY

ONTARIO COPY BOOKS, numbers 1 to 5

We also manufacture a most attractive line of EXERCISE, PEN, PENCIL and SCRIBBLING BOOKS. WRITING TABLETS of all kinds a specialty. NOTE BOOKS, DRAWING BOOKS, DRAWING PADS, DRAWING PAPER, PASS BOOKS, ACCOUNT BOOKS, etc.

*Write for Catalogue and Prices.*

## E. H. HARCOURT COMPANY, Ltd.

Manufacturing Stationers

255 Wellington Street West, **TORONTO**

# Crayograph

CRAYONS are making more money for dealers than any other Crayons ever put out, for the reason that wherever introduced, a brisk demand is immediately created. They are being adopted rapidly by cities and towns over the whole continent, and the factory is working overtime to supply the demand—that is what skill in making a perfect Crayon has accomplished. With first order for at least a half gross an extra dozen will be sent *without charge* that stationers may have free samples to distribute among authorities and teachers.

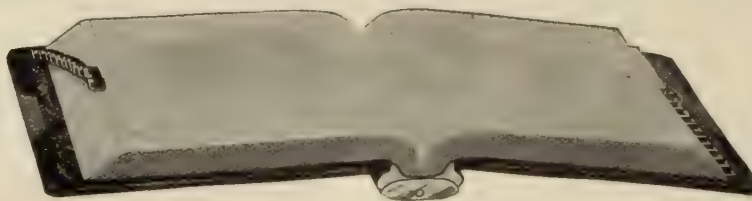
Order of wholesalers or through our Canadian Agent. If latter, state house the order is to be filled by. If desired a sample package will be mailed free upon request on business heading, or send business card.

Makers: AMERICAN CRAYON CO.

Canadian Agent: A. J. McCRAE, 23 Scott St., Toronto



We want all Stationers, Bookbinders and Office Supply Dealers of Canada to know more about our



## "Perfect" Loose Leaf Ledgers

and other new up-to-the-minute devices.

Our NEW CATALOG contains full particulars of:

### LEDGERS and TRANSFERS

Suitable for all purposes; of beautiful design and the best of material and workmanship. Improved locks—absolute security.

### FILES and TRANSFERS

All with novel features.

LOOSE LEAF—Price books—Invoice books—Shipping receipts—Bill and Charge Systems. Sheets and Indexes.

ALL "PERFECT" BRAND—Perfected after years of experience!

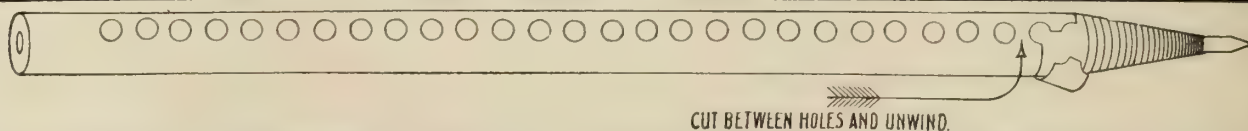
Let us send you this Catalog? A postal card will get it.

**CHICAGO BINDER & FILE CO.** 118-124 S. Clinton St. CHICAGO, ILL.

N.B.—When you write for Catalog ask for our Special Export Discounts will be greatly appreciated. Courtesies extended to our representatives

For All Kinds of  
Work :

## Blaisdell Paper Pencils



Wouldn't you appreciate the advantages of having a stock of pencils which are suited to almost any purpose for which pencils can be used? If so, you will be interested in the **Blaisdell Paper Pencils** which are made to meet just these requirements. Some of the various uses to which they can be put are: marking on china; for the hardware trade, marking and writing on polished surfaces, cutlery, tinware, agateware, etc.; newspaper work, writing, checking, etc. Pencils for photographers, copying pencils, etc.; made in nine leading colors. There is great economy in using a **Blaisdell Paper Pencil**. None of the lead is cut away, and the consumer is thus enabled to use the entire crayon. Will last three times as long as the same lead put up in wood.

For Sale by Wholesale Trade in Canada



## His First Christmas



This picture is just what you want for the Holidays. It's a Sepia Platinum. Size of print 7 x 9 on an art mount 14 x 18  
List Price \$1.00

Copyrighted 1909, Celebrity Art Co., Boston.

Write at once for complete Illustrated Catalogue

### Celebrity Art Co.

Boston, Mass.  
36 Columbus Avenue

## E. MORRIS & CO.

**WHOLESALE  
STATIONERY  
SCHOOL SUPPLIES  
POSTCARDS**

### LOCAL VIEW POSTCARDS

We have the exclusive handling of the Products of Three of the leading German Postcard Factories—Specialists in their own particular style of card.

**CHROMOTYPE      BLACK and WHITE  
HAND-COLORED      SEPIA-BROWN  
MARINE-BLUE**

**PRICES from \$4.50**

Write for Samples, which will convince you that we are showing high-grade cards only.

## VANCOUVER, B.C.



Hundreds of Stationers

HANDLE THE

## Victor Berliner LINES

Because they know it is a money-making proposition. Why don't you do the same? Write for Catalogs and terms to dealers.

**Berliner Gramophone Co.**  
MONTREAL LIMITED

## CARTER'S KOAL BLACK

### CARTER'S FOUNTAIN PEN FLUID



### CARTER'S CARMINE FLUID

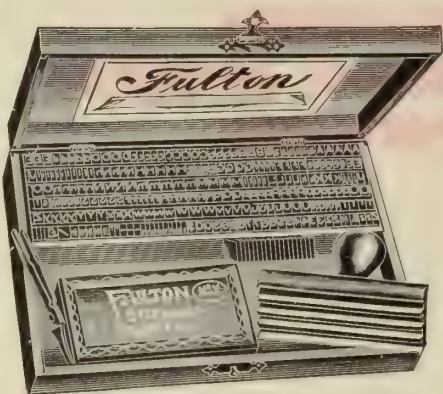
### CARTER'S WRITING FLUID



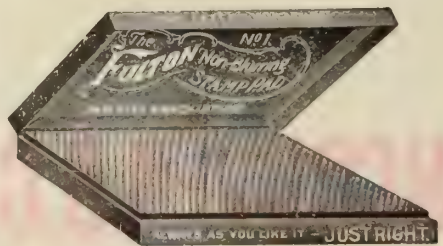
# Fulton Rubber Type Company,

128-142 FULTON STREET, ELIZABETH, N.J.

(Formerly 31 Frankfort Street, and 455 Broadway, New York.)



FULTON BUSINESS OUTFIT



FULTON NON-BLURRING PAD



FULTON JUVENILE PRINTER

MANUFACTURERS OF

THE FULTON SPECIALTIES

AS

Fulton Sign and Price Markers

Fulton Adjustable Rubber Type

Fulton Business and Office Outfits

Fulton Non-Blurring Stamp Pads, patented

Fulton Elite Stamp Pads with Wood Base

Fulton Juvenile Printers, Sign Writers and Toy Sets

Fulton Daters and Numberers

*We manufacture also all accessories such as*

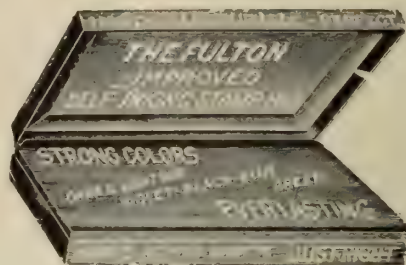
Polished Wood and Paper Boxes, Enameled Tin Boxes, Holders, Grooves, etc.

*which is the reason our goods can be furnished in first-class style at a lower price than others.*

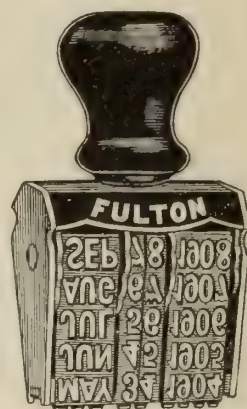
OUR PRESENT PLANT



FULTON SIGN AND PRICE MARKER



FULTON SELF-INKING PAD



FULTON DATING STAMP

The above, Mr. Stationer, are articles in your line which are used every day throughout the length and breadth of the country. They are used by the Business, Professional and Office Man, by the Grocer, by the Butcher, by the Baker as well as the Church Warden and Housekeeper. In other words, there is no trade, no business, no profession where these goods cannot be used to advantage. Even the boy at home and at play wants a



FULTON set to print cards and signs for his education and amusement, as well as for making some pocket money. THE DEMAND IS CONSTANTLY GROWING.

Have you got them in stock? If not, it is time for you to get ready for the surely coming prosperity wave.

At least ask for catalogue No. 25, which illustrates and describes in a condensed form the best sellers. No shelf warmers.



# VALENTINES

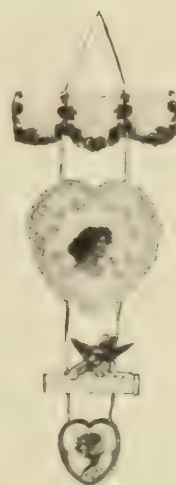


THE BIGGEST range of Valentines ever carried—from the best known makers right here convenient for your inspection. Valentines to suit every taste and requirement. From the cheapest penny comic styles up to the highest grade \$4.00 lines whose beautiful designs and artistic treatment will compel your keenest admiration.



## Valentine Post Cards

A fine line of fancy silk post cards—good, salable stock. When you visit us have a look at them or get our traveler to show you. They contain a variety of striking designs suitable for the occasion and are likely to be popular sellers. You won't go astray if you order a line of these.



## EASTER NOVELTIES

Don't overlook our range of Easter Novelties—among which are included about 30 artistic novelties made of cardboard, etc. and about 100 different popular designs of Easter Post Cards.

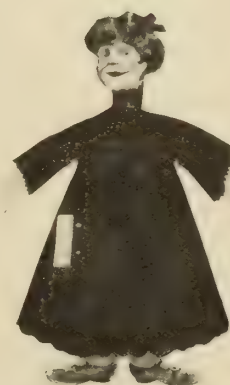
These lines are now being shown by the travellers for

**Warwick Bros. & Rutter**

Manufacturing Stationers

Limited

TORONTO



**Ink Capsules.**

Ink capsules, containing ink powders for making inks, is one of the latest novelties offered the trade. These are manufactured by the Mason Pen Co., 1777 Broadway, New York, and are put up in eight assorted colors. Ink capsules will be found a great convenience by ink users. A good quality of ink, satisfactory for all ordinary requirements can be made instantly and conveniently (in any quantity or depth of color desired) by simply dissolving all or part of one or more capsules in water. The ink is immediately ready for use. As each one of these capsules is equivalent to an ordinary two-ounce bottle of ink, a box of a dozen capsules, which sells for twenty-five cents, represents a saving of thirty-five cents. Over two hundred beautiful colors, shades and tones can be made by mixing the various Mason Colored Inks. One of the latest novelties is to write postal cards to one's friends in these different colored inks. The trade would get in touch with what is fast becoming a popular novelty by writing the Mason Pen Co., at the above address, for further particulars about their capsule inks. They are a genuine new feature on the market and should have a good sale.

**"Secure-Tie" Note Books.**

W. J. Gage & Co. call attention in their advertisement in another part of this issue to two new loose leaf note books they have just brought out, made with their "Secure-Tie" binding device, patent for which has been applied for. By means of this binding device, the sheets may be quickly removed and re-arranged. The complete composition book enables the pupil to keep all the compositions of a year or more in one book in the order in which they are written. The sheets are ruled specially with two margins, and extra sheets for recording and preserving new words and phrases are printed. The valuable feature of this book is an article of four pages giving "Outlines of certain rules and principles of Rhetoric." The composition book is 8½ x 11 in size, of oblong shape and bound in strong canvas.

The complete science note book has the same "Secure-Tie" device and is bound in similar style, but of a 4to instead of oblong shape. It contains very complete instructions for collecting, preserving, mounting, etc., of specimens of the various forms of life in the course of study for high schools and collegiate institutes. This is a book for all schools where the ordinary science subjects are taught, and has the advantage over other science note-books by being supplied with a simple and most convenient binding device, and also with manilla sheets designating and dividing the various subjects. The book covers all ordinary science subjects taught in schools, is durable and of convenient size. Being made on the loose leaf principle, the sheets are easily removed and re-arranged. Both the composition and science note-books retail at very reasonable prices, and extra fillers for each are supplied, which can be retailed at 10c.

**A Valuable Catalogue.**

The new Dennison Catalogue of Tags and Specialties is now in the hands of the trade and a truly superb production it is. Prefaced with a handsomely executed portrait of E. W. Dennison, founder of the Dennison Mfg. Co., and a series of views of the company's stores in New York, Boston, Philadelphia, Chicago and St. Louis, the catalogue gives facsimile illustrations and carefully prepared facts about the various lines offered to the trade. These include the many varieties of shipping, baggage, factory and miscellaneous tags, which are a staple product of the firm. Many of these are reproduced in color. Then come gummed paper and labels, decorated seals and gummed devices. Adhesives, sealing wax, passe-partout outfits, tissue paper, crepe paper and dozens of other articles, all beautifully made. With all the products of the Dennison house, the perfection of manufacture, the daintiness of conception and the neatness of packing, contribute to make their goods desirable and consequently saleable. No stationer or fancy goods dealer should be without one of these valuable catalogues.

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# Condensed or "Want" Advertisements

The "Want Ad." gets work for workers and workers for work. It gets clerks for employers and finds employers for clerks. It brings together buyer and seller and enables them to do business, though they may be thousands of miles apart. It helps booksellers and stationers to clear their shelves of unsaleable stock. It enables them to get out-of-print books. In brief it is invaluable.

## BUSINESS FOR SALE

**FOR SALE**—The book, stationery, fancy goods and wall paper business conducted by A. H. Stratton & Co., Peterborough, established over fifteen years; most up-to-date and best stocked store of its kind in Canada, and in a live, growing and progressive city. Easy terms to right man as Mr. Stratton is retiring from business. For all particulars address A. H. Stratton & Co., Peterborough. (9)

**BOOK AND STATIONERY BUSINESS**, established 20 years, location in thriving city of 8,000; splendid field and well developed neighborhood, western Minnesota; must be sold because of ill health; will sacrifice heavy discount on actual value; a competence for the right man and less than \$2,000 will swing it. H. A. Wheelock, Fergus Falls, Minnesota.

## PERIODICALS.

**KEEP POSTED**—The leading authority in Canada on groceries and food products is **THE CANADIAN GROCER**. Important trade conditions generally discussed every week. Price \$2 per year.

**THE** market reports make **HARDWARE AND METAL** a necessity to every hardware merchant, paint and oil dealer in Canada. It is mailed every Friday. Subscription price \$2 per year. Address **HARDWARE AND METAL**, Montreal, Toronto or Winnipeg.

## BOOKS FOR SALE.

*How to dispose of shop-worn or unsaleable books is the problem of many a bookseller. Try an advertisement under this heading.*

**AUTHORS, WHO PUBLISH THEIR OWN** books will find the **BOOKSELLER AND STATIONER** a good medium through which to interest the trade in their publications.

**FIVE THOUSAND FACTS ABOUT CANADA.** Wonderful 25 cent book and a good seller. Canadian Facts Publishing Co., 667 Spadina Avenue, Toronto. (9)

## MAPS, GLOBES AND ATLASES.

**C. S. HAMMOND & CO.**, 142 Fulton St., New York, Atlases, School Maps, Road Maps, Globes. (11-09)

## BOOK PLATES (EX LIBRIS)

**ROBERT SNEIDER CO.**, 143-145 FULTON St., New York. Designers and engravers of book plates (ex-libris) heraldic and monogram dies, pearl inlaid stamping, for stationery. (12-09)

## DIARIES

**B. W. HUEBSCH**, 225 FIFTH AVE., N.Y., annual and perpetual year books; a popular diary. (12-09)

## INFORMATION WANTED.

**THE EDITOR OF THE BOOKSELLER AND STATIONER** desires to be kept posted on the publication of all new books and magazines in the Dominion of Canada. Readers will confer a favor by acquainting him of any omissions from the lists published each month.

## AGENTS WANTED.

*This is the problem of many English and American manufacturers and publishers. Why not use an Ad. under this heading?*

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## **CANADA'S OLDEST LITTERATEUR: SIR JAMES MacPHERSON LE MOINE — A PERSONAL INTERVIEW WITH THE SAGE OF SPENCER GRANGE—A UNIQUE FIGURE—HIS WONDERFUL COLLECTION OF BOOKS AND CURIOS.**

By FRANK YEIGH.

Among the Grand Old Men of Letters in Canada, Sir James MacPherson Le Moine is the sole survivor. Professor Goldwin Smith may be entitled to be included in the same category, exceeding Sir James' age by two years, but the latter is Canadian born, and therefore may well be called the Nestor of Canadian writers.

As Goldwin Smith is known as the Sage of the Grange, Sir James Le Moine is the Sage of Spencer Grange. Both have wielded the pen for a long span of human life; both now write with "the trembling hand of age." The knightly scholar of Quebec is in his eighty-fourth year, and can look back on a long and honored life, well and profitably spent.

The city of Quebec is surrounded by homesteads that still retain the flavor of the past. On either side of the St. Louis Road, leading westward from the main city thoroughfare and bordering the Plains of Abraham, are not a few historic centres. One passes Spencerwood, the home of the Lieutenant-Governor of Quebec, where Sir C. A. P. Pelletier now resides as the King's representative for the ancient province by the St. Lawrence, and adjoining Spencerwood is Spencer Grange, the attractive home of Sir James Le Moine. It stands on historic ground, as, indeed, all the ground around Quebec is historic, for over the area now comprising the estate once marched the red-coats of the British Isles on their way from Wolfe's Cove to the Plains of Abraham, where one of the world's momentous battles was destined to be fought. Through the forest depths of Spencer Grange, that still survive the years, there also passed General Wolfe, as he led his little army to victory and to his death.

The entrance to Spencer Grange from the St. Louis Road is under a fine tree-arched avenue that soon conveys one far from the rush and roar of modern life. A turn in the road brings to sudden view the spacious man-

sion, whose generous-sized doors and windows, flung wide open to admit the summer breeze, suggest the hospitality that one meets within.

It is a rare privilege to be permitted to visit such a spot, and a still rarer one to meet its courtly occupant. On more than one visit to Sir James Le Moine, I have been greeted on the threshold by the genial host, and ever found that while it was easy to enter the old home, it was much more difficult to leave. Under the guidance of Sir James himself, it was a treat to inspect the treasures of the house, for almost every room has its curios. In one apartment is to be found a large collection of Canadian historical engravings, neatly arranged in portfolios. Such a set possesses a value hard to estimate, and that will become increasingly valuable as the years go by.

In a suite of rooms facing the front and side are the two libraries in one, each apartment being crowded to the ceiling with books and pamphlets. They constitute the "Temple of Peace" of the Master of Spencer Grange, as Hawarden Castle possessed its "Temple of Peace," where Gladstone spent many a happy hour. The Le Moine library contains many rare volumes and first editions, besides the standard works of English and French literature. The collection of Canadiana alone is a remarkably extensive one.

A glance at a shelf containing the product of Sir James' own pen indicates the extensive nature of his literary work during a long period of writing covering half a century. His works as published show nineteen volumes in English and twelve in French. Not a few of these are out of print and correspondingly rare. This output of books is in addition to the innumerable magazine contributions and pamphlets, as well as nearly two score papers contributed to the volumes of the Royal Society of Canada.



The literary career of this aged litterateur has been, as has been said, a long and active one. It was peculiarly fitting, therefore, that Queen Victoria should have conferred the degree of knighthood in 1897 upon the author "in recognition of his literary services to Canada." This, it may be stated, was one of the very few knight-hoods bestowed by the late Queen for such services in the Dominion.

And what has been his literary service to Canada? Mr. Kirby calls him the Nestor of Canadian writers. The scope of his work has been exceptionally wide. When on Coronation Day, Sir James was presented by his friends with an oil portrait of himself, the address that accompanied the work of art contained an admirable epitome of his life work in the broad domain of science and literature, and in the gathering of rich stores of material for volumes that are a source of pride to every loyal Canadian, whether of English or French extraction. With skilful art he has told the story of the early heroic period under French rule, when the pathway of civilization was being blazed from east to west.

In "Quebec, Past and Present," and in "Picturesque Quebec" the stirring and romantic history of the old fortress city is fascinatingly set forth, and in the better known series under the title of "Maple Leaves," the succession of volumes contains a rich store of the folk lore, traditions and customs of French Canada. In the gathering of his material Sir James, in his earlier days, thoroughly explored his native province, and the delightful chapters over the pen-name of Jonathan Oldbuck are the record of these trips by sea and land.

The esteemed author is entitled to further credit for having supplied the foundation stones upon which some of our novelists have built their romances. William Kirby, the author of "Le Chien D'Or," acknowledged his indebtedness for the suggestions that led to the writing of that work, and Sir Gilbert Parker's "Seats of the Mighty" is traceable to Sir James' sketch of Major Stobo.

It is always interesting to trace the lineage and life of such a distinguished citizen as Sir James Le Moine. Though born in Quebec City, he lived as a lad at the seigneurial home of his Scotch grandfather at Isle Aux Grues and Isle Aux Oies. In this early home of the historian, he imbibed many a valuable Scotch teaching of self-reliance and industry that helped to form his admirable character. The late Mr. Kirby happily described Mr. Le Moine as a fourfold blend of the Canadian seigneur, the English gentleman, the Scotch Highlander and the United Empire Loyalist, and no one would wish for a better blend than that. His paternal ancestry is traceable to Old France, and to one of the oldest and most distinguished of its families. Sir James can thus claim double racial origin, in consequence of which we have his double work in the two great tongues.

Sir James studied for the law, and practised that profession for many years, devoting his spare time to historic research and ornithology. The legendary lore of the St. Lawrence early appealed to his mind, as did the more tangible history of Canada covering the last four centuries. The romances of the old manors and seigneuries around Quebec further impressed him, and the results are seen in the productions that bear his name.

Sir James' interest in current matters has always been wonderfully keen—a keenness that is accounted for by his youthful and buoyant spirit. He has ever responded the most readily to themes historical. At one moment he may be criticizing the details of West's picture of the "Death of Wolfe," the next discussing a disputed point of local history with a friend, or dilating upon a recent discovery of a valuable manuscript or

record. He has, in fact, long been rightly regarded as the accredited historical authority of his city and province.

I shall ever esteem the privilege of the easy-chair chats with this Grand Old Man of Letters about men and things, men past and present and things old and new. I have, however, always envied his friends who, for many years in succession enjoyed the unique September grape festival that for forty years was held at Spencer Grange. After partaking of the luscious Royal Muscadine, Black Hamburg and Frontignan grapes that formed the vineyard of the place, the drinking of toasts to the visiting friends made up an ambrosial feast unique and rare in its character. Many of the most famous men of Canada and other lands have fore-gathered under the grape arbors of Spencer Grange on these historical occasions, and the only regret is that the age of the distinguished host has prevented their being held in more recent years.

I spoke of the house being filled with curios. Both house and grounds form, indeed, a private museum of intense interest. The vestibule is adorned with magnificent antlers. Every wall tells of the reputation of Sir James as an ornithologist. In former years the aviary was one of the many attractions of Spencer Grange, when no less than three hundred Canadian birds were represented in the museum.

Rusty claymores and bayonets give a war-like note to the halls. Less belligerent in appearance is a collection of rare canes, including one that belonged to Sir Isaac Brock when he resided in Quebec in 1806 as Commander of the Forces. Another treasure trove of Spencer Grange is the huge key of the old St. Louis Gate, and when later one makes an inspection of the grounds and of "the garden set in the silent forest" on the high bank of the St. Lawrence, the fortunate visitor is shown a pyramid composed of the corner-stones of the three original gates of Quebec. When the latter were demolished in 1871, their corner-stones, with their original inscriptions still intact, were fittingly presented to Sir James as a souvenir of the Citadel City, whose history and romance he had so fully and adequately dealt with. Hard by is a piece of basaltic pillar from the Giant's Causeway. Facing Audubon Avenue (named after the famous naturalist, who once visited Spencer Grange) are some rusty and ancient cannon fished up at English Point on the Lower St. Lawrence, near the site of the terrible shipwreck of 1711 of Admiral Sir Hovenden Walker's vessels. A pile of shot and shell from Wolfe's Camp at Montmorency take one back in imagination to the fateful days of 1759. Yet another curio is a strange iron tablet showing a well-defined profile of Wolfe, and bearing the inscription "In memory of Major-General James Wolfe, the Conqueror of Quebec, 13th Sept., 1759," but where it came from or what its history, no one knows.

Each of my visits to Spencer Grange came to an end all too soon. Bidding adieu to the aged figure, grey-haired and overbent, one carries away the picture of the genial face lighted up with a kindly smile. Thus we drove away from Spencer Grange. In front of its forest monarchs is the high cliff that bounds the waters of the kingly river. Between the branches enchanting glimpses are had of the yonder Levis bank, catching the glow of the setting sun; to the east rise the great walls and pointed spires of Champlain's City, backed by the buttressing pyramids of the Laurentians. Thus we had tested the old-fashioned hospitality of the place, and had passed a memorable hour with one of Canada's most honored men—the man who has modestly described his work as "a useful and loyal duty to my country—that of popularizing Canadian annals and placing before the



public the historical deeds, the picturesque sites and the healthy rustic homes which like a chaplet of flowers encircle the brow of my native city."

While Sir James has reached a ripe old age and while his days' work is done, I am sure I am voicing the wish of every reader that the twilight days of his life may be happy, contented and peaceful ones, and that he may have the consciousness of having lived a worthwhile life and having served his native land loyally and well. All honor to this Grand Old Man of Canadian Letters!

### SPECIAL CANADIAN EDITIONS.

London, September 1.—Ward, Lock & Co., publishers, have made special arrangements whereby the Canadian trade will be supplied direct by mail with their new fiction. This will mean reduced prices and prompt arrival for simultaneous publication with the English and American editions. Each book will be attractively bound in cloth gilt covers and some volumes will also be done in paper covers. The cost to Canadian booksellers will be about 60 cents per copy for cloth and 50 cents for paper editions.

The first book to be published this way was "The Quest," by Justus Miles Forman. This has been followed by "The Crime on Canvas," by Fred M. White and "Netta" by the same author. This month they will publish "Mr. Marx's Secret," by E. P. Oppenheim, "White Walls" by Max Pemberton, and "A Woman Against the World," by L. G. Moberly. It will be noted that these books are all by front-rank authors, whose previous works have sold well in Canada.

Ward, Lock & Co. are represented in Canada by B. A. Clarke, who has a permanent office in Toronto.

### RECENT BOOKS.

**DOROTHY BROOKE'S SCHOOL DAYS.** By Frances Campbell Sparhawk. New York: Thomas Y. Crowell & Co. Cloth, \$1.50.

Dorothy Brooke, aged fifteen, enters her first year at a large boarding school, where her pronounced personality speedily wins here a close circle of friends, and some enemies. With the leaders in both camps the reader soon becomes personally acquainted, for the author has a remarkable faculty for delineating character and investing scenes with the color of truth. "Are you not writing of real people?" Miss Sparhawk has been asked repeatedly by advance readers of the book. In a word, this is a spirited, wholesome girl's story, which every wide-awake girl ought to enjoy.

**DICKINSON, GEORGE A., M.D. Your Boy: His Nature and Nurture.** With 24 illustrations. Toronto: William Briggs, 1909, XVI., +176 pages. 5¼x8 inches. Cloth. Printed by Unwin Brothers, Limited, The Gresham Press, Woking and London.

A handsomely produced volume treating of the boy problem in a sympathetic way. The author has paid special attention to boys, and what he says about them may be taken as the opinion of one who knows.

**ROUTHIER, A. B. Le Centurion: Roman des Temps Messianiques.** Quebec: L'Action Sociale, 103 rue Sainte Anne. 1909. Copyright. 461 pages, 5x7½ inches. Paper covers.

As its sub-title implies, this is a novel written in French and picturing conditions in Messianic times. The author, Judge Routhier, has succeeded in giving a realistic presentment of the period combining skilfully the imaginative with the historical.

### INTELLIGENT READERS ARE FEW.

Charles H. Gould, librarian of McGill University, when he had returned from presiding over the annual convention of the American Library Association, says that the most impressive address at that conference was one by John Cotton Dana, showing that scarcely more than three people out of every thousand can be classed as intelligent readers; reading, that is anything but the newspapers and the lighter and cheaper magazines in the most cursory manner. It was shown that out of a population in the United States of 84,000,000 people, only something like 200,000 even read magazines like Harper's and of these 200,000 most every one of them looked only at the pictures and perhaps glanced at an article or two to see what the illustrations were about. Of the unillustrated periodicals of the better class the readers were set down as low as 10,000 to 25,000, and that, too, out of a population of 84,000,000.

The same criticism, Mr. Gould thinks, might be brought against the people of Canada. Hundreds and thousands, and even millions of people read only in the most superficial and careless way, nothing more elevating than the poorest reading matter. The consequence is, said Mr. Gould, that most people, by ignoring better literature, are incapable of enlarging their vocabulary or style of expression beyond the bounds of pure necessity.—Montreal Witness.



"THEY SHOT AT ME AND HURT ME."

From "Northern Lights" by Sir Gilbert Parker. (Copp, Clark.)



## CANADIAN AUTHORS AND THEIR WORK — ACTIVITIES OF AUTHORS IN THE DEPARTMENTS OF FICTION, HISTORY, BIOGRAPHY AND POETRY — MANY IMPORTANT BOOKS.

### Fiction.

The date of publication of "The Foreigner" by Ralph Connor has been placed on November 10, by the Westminster Co.

September 17 is the date for the appearance of "Northern Lights," by Sir Gilbert Parker, the leading fall book on the Copp, Clark list.



AGNES LAUT

Author of "Canada, the Empire of the North,"  
just issued by Wm. Briggs.

William Wilfrid Campbell's new novel, "The Fair Rebel," is now ready. It has just been published by the Westminster Co.

The publication of Norman Duncan's "The Suitable Child" has been postponed until October.

"Anne of Avonlea," the sequel to "Anne of Green Gables," by L. M. Montgomery, was published by L. C. Page & Co., Boston, on September 1.

Rev. Robert E. Knowles, accompanied by Mrs. Knowles, sailed on board the Lusitania on September 8 for a visit to Europe. He will proceed first to Norway, where he will spend three weeks fishing and will then visit Germany, the Hague, etc., returning home early in November. His new book, "The Attic Guest," will be ready about October 1.

Marian Keith's new novel which has been appearing serially in the Westminster will not be issued in book form until the spring.

### Historical.

Dr. John H. O'Donnell's book "Manitoba as I Saw It" is announced for publication early in October, by the Musson Book Co. It is an important descriptive work on the Prairie Province and will sell at \$1.50.

A valuable historical work by Father A. G. Morice on "The History of the Catholic Church in Western

Canada," will be published next month by the Musson Book Co., Toronto. It will appear in two volumes at \$4.00 the set.

Dr. Bryce's "Romantic Settlement of Lord Selkirk's Colonists," the story of the beginning of settlement in Manitoba, has just been issued by the Musson Book Co. in their Canadian series.

The Huron Institute, Collingwood, have issued a volume of "Papers and Records," containing much valuable matter about the County of Simcoe and the town of Collingwood.

Rev. J. E. Sanderson, author of "The First Century of Canadian Methodism," has completed a second volume bringing the work down to recent days. The second volume will be issued uniform with the first and will be equally well illustrated. William Briggs is the publisher.

Miss Agnes C. Laut has written a popular history of Canada, entitled "Canada: the Empire of the North." It will bring out all the romance associated with the country. The Canadian edition is to be issued by William Briggs.

### Religious.

An important religious work by Prof. John E. McFadyen, of Knox College, Toronto, entitled "The City with Foundation," will be published by the Westminster Co. on October 1.

A new and revised edition of "Rules and Forms of the Presbyterian Church in Canada," is in preparation



J. W. TYRRELL, C.E.

One of Canada's Arctic explorers and author of  
"Across the Sub-Arctics of Canada."

by the Westminster Co., Toronto, and will be issued on October 15. (Cloth, 50 cents).

An important volume embodying the addresses delivered at the Canadian National Missionary Congress, held in Toronto last spring, has been published by the Canadian Council Laymen's Missionary Movement.



## Miscellaneous.

Dr. J. D. Logan, editor of the Toronto Sunday World, has recently written and published a small paper-covered book on "The Making of the New Ireland."

A dainty Christmas booklet entitled "The Dawn by Galilee," by Ralph Connor is being prepared by the West-



GORDON V. THOMPSON

Author and composer of "Life Songs," a new series of popular sacred songs.

minster Co. It will have decorated pages and paper covers and will sell at 25 cents.

"Physical Training," a text book compiled by James W. Barton, M.D., Physical Director of the University of Toronto, will be issued this month by the Musson Book Co., Toronto. It will be well illustrated and will sell at one dollar.

The Musson Book Co. published last month T. W. Sheffield's text-book on "Swimming." Mr. Sheffield is an expert swimmer who now resides in Hamilton.

Dr. R. Tait McKenzie, a native of Almonte, and formerly Physical Director of McGill University, is the author of an important book on "Exercise in Education and Medicine." Dr. McKenzie is now Physical Director of the University of Pennsylvania.

J. T. Bealby, the author of "Fruit Ranching in British Columbia," which will be published shortly by A. & C. Black, was before he went to Canada to recruit his health by an open-air life, a well-known literary man in London, and was associated with the compiling of most of the great encyclopaedias which have been published during the last quarter of a century. His success in his new venture has been almost phenomenal, and he has taken prizes not only at the local shows but across the border in the United States and in Great Britain itself. The volume is illustrated from photographs, and there are practical chapters on climate, soil, markets, prices, varieties of fruit, packing, etc.

An English edition of Rev. W. P. Browne's story of Labrador, "Where the Fishers Go," is announced by Werner Laurie, the London publisher. The American edition was published by the Cochrane Publishing Co., of New York.

"The Canadian Apple Growers' Guide," which was announced for publication in September will be delayed in publication, as the author is making a hurried trip to the Old Country.

Ernest Thompson Seton has issued a voluminous book entitled "Life Histories of Northern Animals," in two volumes, containing 70 maps and 600 drawings. It is being handled in Canada by William Briggs.

A miniature edition of services "Songs of a Sour-dough," suitable for carrying in the pocket has been pre-

pared by William Briggs. There are several styles of binding, one being in velvet panne calf and the other in limp lambskin. It is the publisher's intention to issue the "Ballads of a Cheechako" in the same style some time before Christmas.

Barlow Cumberland, author of "The Story of the Union Jack," who has just prepared a new and revised edition of this important book, intends a little later on to prepare an edition especially for schools.

"The Imperial Anniversary Book," by Harold Saxon, announced for publication by William Briggs early in September, will not be ready before the end of the month.

William T. Robinson, a business man of Toronto, has occupied his spare time in the collecting of choice thoughts selected from the books which he has read. He has issued this collection under the title of "Choice Thoughts from Master Minds." William Briggs is the publisher.

## STRATTON TO SELL OUT.

Peterborough, August 2.—A. H. Stratton & Co., are retiring from the book and stationery business which they have successfully conducted for 17 years, owing to the fact that the principal of the firm, Mr. Stratton, having been appointed postmaster of the city, will be unable hereafter to give the business his personal attention. The business is therefore offered for sale. Mr. Stratton's urbanity and enterprise, which have attracted a very large and stable clientele, have built up a fine



A STRIKING COVER DESIGN

Thaddeus A. Browne's "White Plague."

paying business. Well advertised and well patronized, the Peterborough bookstore has become a most popular purchasing centre. This seems to be an opportunity for some one to secure a thriving business in a thriving city in thoroughly modern premises, and stocked with an excellent range of goods in every department.

# ACTIVITIES AMONG THE CANADIAN PUBLISHING HOUSES— A MANY HANDSOME GIFT BOOKS TO APPEAR IN CANADIAN EDITIONS—FICTION OCCUPIES A PROMINENT PLACE— VARIOUS IMPORTATIONS FROM THE UNITED STATES.

Publishers and authors are complaining that books do not sell. One hears that the public has lost its desire for reading or at any rate for buying books. Many reasons are given for this deplorable state of things: it is put down to the libraries, or to the newspapers, or to the motor-car craze, or the habit of dining in restaurants and going to the music halls, or the general tightness of money, or the decline of the public taste. I do not venture to assert that any or all of these causes may not be partly responsible for the depression; but another point also deserves consideration.

We are often told that books are too dear. People would pay half-a-crown for a work of fiction or a travel sketch but they will not pay six shillings or ten shillings. There is a good deal in this, no doubt; but there is another and equally efficient obstacle to which less attention is paid. Books are far too numerous. The number of publishing houses in the metropolis is steadily growing; so is the number of authors, male and female. All these persons pursue their craft with industry and application. Thousands of busy pens are perpetually engaged in turning out new volumes, and scores of publishers are competing against one another for the publication of these works of art. The modern publisher pursues his trade in a wholesale indiscriminating fashion. With a few exceptions, chiefly among the older firms, the publishing houses produce books as other tradesmen purvey jam or cheese or braces. They rely more on quantity than quality, and discharge a swollen stream of printed matter upon a bewildered world. There are houses which send out twenty or fifty novels each publishing season, novels which have seldom been "read" or adequately considered before they are sent to the printers. What chance is there for sanity, judgment, or consideration in this wild and mazy dance of printed matter. Before the earnest student has been able even to assimilate the name of one masterpiece, half a dozen others are presented to his straining eyes; and the man who would endeavor to read a small fraction of the new books of the year would have no time to eat or sleep. Thus, the contemporary author's work, in all but a few cases, is doomed to evanescence from the outset; indeed, I believe it has been semi-officially stated that the life of a new work of fiction may be roughly put down at an average of some twelve to sixteen weeks. No wonder the public does not buy books. It is not allowed sufficient time to make the selection.

## Too Permanent in Form.

And this brings me to another circumstance which I think is detrimental to bookbuying. Transient as most of them are in their substance, produced merely to serve the needs of the passing moment, and dead before they are fairly alive, our books are still invested with a quite unnecessary permanence of external form. They are too large, too heavy, too uncomfortable to handle, too solidly constructed altogether. They are, as I have said, for the most part destined to perish in three months or so; yet to look at them with their large print, their thick paper, and their cloth stout covers, you would suppose them edified for posterity. There is a strange contradiction here. "The time has been that when the brains were out the man would die"; but

though the brain and the soul and the living matter of so many of our new books pass away so rapidly, their outward shell and bodily vestment continue to maintain a superfluous and unregarded existence. You cannot get rid of an English-made book when you have done with it. You cannot tear it to pieces and throw it in the waste-paper basket or dust-bin, or dump it out of a railway carriage window, as you would a paper-covered French or German work. Even to leave it about casually on the chance that it will disappear is hopeless. It is far too respectable in its aspect for that; somebody is sure to pick it up and bring it back to you, possibly with the expectation of a reward, as being a valuable piece of property that you would not willingly lose. And seeing that it is in all probability a thing for which, once read, you have no further use, this characteristic is merely a nuisance, and does, I am sure, deter many people from the purchase of modern literature. If books were more easily destructible many people would buy them who now invest their shillings and half-crowns on other and perhaps less desirable objects of acquisition.

## Not All Need be Destructible.

Not, of course, that all books should be destructible; but a very large number might and should be so contrived. For books are surely of two kinds; the permanent and the transient. A certain number published every year are not meant to serve a merely temporary purpose—books of science, of education, of philosophy, or serious history and biography, and even of fiction—which it may be supposed a judicious purchaser will like to have and keep on his shelves and turn to for solace and instruction again and again months or years after he has first become possessed of them. There is no reason why volumes of this nature should not be put out at a reasonably high price and equipped with all proper luxury of paper, illustrations, and binding. But then there is another sort, and it is much the larger proportion, which is mainly created to supply a passing need or a temporary demand. Once read the purpose of the book is at an end; nobody will want it again, any more than he wants one of last month's newspapers or last year's magazines. The majority of our books, indeed, are approaching more and more closely to the character of the periodical press. They are a species of journalism: things of the day, or, at any rate, of the month or season. This is the case with at least nine out of ten of the novels. They are pleasant enough to read, they serve to while away a passing evening or two, to enliven a dull railway journey; but who would think of returning to them? It would be like eating last night's dinner or this morning's breakfast over again. They have served a passing need, have been ingested, and perhaps enjoyed, and there is an end of them.

## Valueless Books.

Much the same may be said of several other classes of books. There is the gossip history and the gossiping biography, the collection of piquant stories from the notebook of some recently deceased celebrity, or the lightly written account of some historically improper female. Not bad reading, perhaps; but you do not



want these truffled dishes perpetually on your table. And then, again, there are the books which are actually journalism in everything but the name; the discussion of some event of the moment, the criticism of a passing question of public interest, the visit to some scene or some personage temporarily in the world's eye. This sort of thing may sometimes be extremely competent and serviceable journalism, but it is essentially transient; when the event or the problem with which it is concerned has been done with its *raison d'être* has gone. Who will care to look at a magazine article on Mr. Asquith's last Education Bill five years after date? He will be under no necessity to do so, for the magazine in which the essay is enshrined will have disappeared from the face of the earth long before that time. But if the author has chosen to expand his article into a book and to have it duly published with all the pomp of cloth covers, the unhappy purchaser will never be able to get rid of it. Long after he has assimilated and forgotten all the author's arguments, long after Mr. Asquith's Bill and Mr. Asquith's Ministry have passed into ancient history, the unhappy volume will stare grimly down at him from his overburdened bookshelves.

### Squibs.

A bookseller advertised for an errand boy. As it happened, the boss was talking to a customer when a boy came in. Thinking he wanted to buy something he excused himself, and going over to the boy asked him what he could do for him.

The boy told him that he came in answer to his advertisement and asked for the job.

Well, of course, the boss got mad by being disturbed while he was talking to a customer. He said to the boy:

"You go outside and walk on. If I call you back, why I will hire you; if I don't, why, you just keep right on walking."

The boy did as he was told, but on going out he picked up a lacrosse stick that was standing near the door, put it on his back, and started down the street.

Before he had gone ten yards the old man was after him, yelling, "Come back! Come back!"

The boy came back, took off his coat, and asked where he wanted him to work, downstairs or upstairs, or where.

The man took one good look at him and said: "I guess you're the sort of boy I want. Never mind putting your coat on. Start right in."

"These sectional bookcases are nice things. You can start in a small way and add to them as you can afford it."

"Good idea. Why doesn't somebody invent a sectional hat for ladies?"—Puck.

### BLACK AND WHITE CHRISTMAS NUMBER.

This year's Christmas Number of Black and White promises to be the most interesting, both from a literary and artistic point of view, that has been issued. Among the stories that will appear are "The King's Star," by Katharine Tynan; illustrated by F. Pegram. "Three Episodes in the Life of Mr. Cowlshaw," by Arnold Bennett; illustrated by C. M. Sheldon. "Why Cupid Came to Earl's Court," by Cosmo Hamilton; illustrated by J. R. Skelton. "Deeds of Kindness," by J. J. Bell; illustrated by Stephen Reid; and "The One Woman," by Mayne Lindsay; illustrated by W. Rainey, R.I. Special features are provided by A. C. Michael, Will Owen, C. Fleming Williams, Hilda Cowham, Lawson Wood, Frank Gillett, R.I., and many other well-known artists, while the presentation supplements—there will be four presentation plates including one photogravure—are by far the most elaborate Christmas plates ever issued by this paper. We are able to reproduce, in a greatly reduced size, two of the four presentation plates. These are drawn in color by Frank Gillett, R.I.

The price of the Christmas No. will be one shilling, with liberal terms to the trade, and booksellers are advised to make early application for supplies.



"JUST ONE TOO MANY."

One of the four presentation plates included in "Black and White" Christmas Number.



"JUST ONE MORE."

One of the four presentation plates included in "Black and White" Christmas Number.



# SOME NEW BOOKS FROM ABROAD — NUMEROUS PUBLICATIONS SUITABLE FOR GIFT PURPOSES — JUVENILES TO THE FRONT AS USUAL—BRIEF REVIEWS OF CONTENTS

**Brown, Charles R.** *The Young Man's Affairs.* New York: Thomas Y. Crowell & Co. Cloth, \$1.00 net.

Good common-sense and a grasp of the essentials are manifested in every page of "The Young Man's Affairs." Having been a young man himself—perhaps counting himself as still one—the author does not attempt either sermonizing or lecturing. Instead, he here gives a series of the friendliest chats on the things which concern a young man the nearest; on affairs which every young man is called upon to decide for himself, willy nilly.

**Wagner's Walkure.** "The Valkyrie." Retold in English verse by Oliver Huckel, author of "Parsifal," etc. New York: Thomas Y. Crowell & Co. Cloth, illustrated, 75 cents net. Ooze leather, \$1.50 net.

This is the fifth volume of the Wagner music-dramas and the second of the "Ring" stories to appear in the present excellent series of English poems. "The Rheingold," which has already appeared, gives the opening of this stern tragedy of the gods, and "The Valkyrie" continues the theme. Wotan creates a band of warrior daughters, whose duty it is to search the battlefields of earth for the spirits of slain heroes, who are to be used to guard Valhalla from destruction. Interwoven with this theme is the love of Siegmund and Sieglinde, and its resulting catastrophe.

**McClelland, T. Calvin.** *The Mind of Christ.* New York: Thomas Y. Crowell & Co. Cloth, \$1.25.

A volume directed to those people who are church-goers, but who are not confessed followers of Christ, because they misunderstand His teachings.

**Romantic Legends of Spain.** By Gustavo A. Becquer. Translated from the Spanish. New York: Thomas Y. Crowell & Co. Cloth, \$1.50 net.

This Spanish writer, who died only a few years ago, was ranked as the most individual author of his land and generation. His nearest parallel in America is Poe, whose life strongly resembles his own. At the outset one's interest is challenged. Becquer does not content himself with the usual plots found in the short story. Instead, he loves to dwell in the realm of the supernatural. He tells of magic armor inhabited by fighting demons; or haunted lakes and rivers; of a cathedral organ whose keys are still controlled by a ghostly musician; and many another bit of the folk-lore of old Granada.

**Waverley Synopses.** By J. Walker McSpadden. New York: Thomas Y. Crowell & Co. Cloth, 16mo., 50 cents.

The overworked expression, "Mulum in parvo" comes at once to mind in viewing a work like this; for here, in a little pocket volume of less than 300 compact pages, the author has compressed the essential facts and characters found in the 12,000 large pages which comprise the "Waverley Novels." The book is a model of compact information. The table of contents, for example, gives in two pages the name of every story, its location, date of authorship, date of publication, and series title, such as "Tales of My Landlord," etc. The various novels and stories are next considered in their regular chronological order, thus giving a consecutive study of them as a whole, and also a fine historical survey of the succeeding centuries. The plot of each is told

in clear, succinct story-telling form, and a list of characters given—this list, including all but the most obscure figures. Finally a full index of characters concludes the volume.

**Go Forward.** By J. R. Miller. New York: Thomas Y. Crowell & Co. Cloth, 50 cents net.

A tasteful little book, with dainty covers, attractive type, and containing a series of unusually pleasing pictures in full color, by a talented artist.

**Christmas Builders.** By Charles E. Jefferson, D.D. New York: Thomas Y. Crowell & Co. Cloth, 50 cents net.

The good old fashion, inaugurated by Dickens, of bringing out a little book especially for Christmas, has been persisted in by some writers of to-day with pleasing results. Take, for example, the present little book by a New York clergyman and writer. Its whole suggestion from cover to colophon—aided by unusually skillful typography—is of the holly and Yuletide. And this exterior dress but bears out the message of the text itself. It is a Christmas sermon—a vigorous protest against the present-day spirit, which seeks to burden this holiday under a constantly increasing mass of care and commercialism; and a plea for a return of the old-time ideals and spirit.

## Juveniles.

**We Four and Two More.** By Imogen Clark. New York: Thomas Y. Crowell & Co. Cloth, \$1.25.

"We Four" are a group of lively youngsters who do not believe in letting the grass grow under their feet; and the "Two More" are a pair of cousins who form worthy additions to the circle. The entire six spend a happy summer with a grandmother and maiden aunt, at a fine old country place, where there are horses and dogs and other interesting things. To prevent time from hanging too heavily on their hands, however, they organize the S. P. O. D., which, being translated, means the Society for the Prevention of Dulness. Its object is "A prank a day," and its motto, "Mum's the word." After that, things begin to happen and continue to happen until the authorities intervene.

**Pinocchio.** *The Adventures of a Little Wooden Boy.* By Carlo Collodi. Translated from the Italian. New York: Thomas Y. Crowell & Co. Cloth, \$1.

"Pinocchio" has had an immense popularity in Italy, where the sales have totalled nearly a million copies in twenty years. Every bookshop has its stack of copies, and few and far between are the boys who do not know off-hand about the puppet's marvelous adventures. Pinocchio himself was carved originally out of a log of hard wood, and his head must have been made from the hardest portion; for it requires many experiences—some of them not altogether pleasant—to make him see the beauty of taking advice. From first to last he lives in the realm of the topsy-turvy, equal to that of "Alice in Wonderland," or Jack of Beanstalk fame.

**The Land of Nod and What Tinkie and Tess Found There.** By J. Walker McSpadden. Illustrated by Edward L. Chase. New York: Thomas Y. Crowell & Co. Cloth, \$1.50.

Here is a wonder book which will attract children at first sight by its cover and many illustrations in color and black and white, and which they should find no less enjoyable in the text. It is all about two earth children who refuse to go to sleep one Christmas Eve, and thus catch the Sandman on his nightly visit, who perforce takes them with him to the Land of Nod. They journey up a flying moonbeam; but just before they reach their destination things begin to happen—and continue to happen all



through the book until the last page is reached, and the children find themselves—but that is anticipating the story!

**The Christmas Child.** By Hesba Stretton. Illustrated in color by K. Street. New York: Thomas Y. Crowell & Co. Cloth, 50 cents net.

A quiet story of the Christmas-tide is this, its scene being located upon a farm in Wales. There are but four principal characters, since this farm is off the beaten track, and its tillers are simple, stern folk, who live repressed lives. First there is Aunt Priscilla, as capable and resourceful as a man in managing the place—"a spare, hard-featured woman, with a weather-stained face, and hands as horny as a man's with farm work." Then comes the servant, "old Nathan, a white-headed, strong old man, nearly seventy years of age, but still able to do a fair day's work." Lastly there are two nieces, little Joan, and Rhoda, aged eighteen, than whom "there was not a prettier girl in the parish."

#### Miscellaneous.

**Annals of the Natal Government Museum.** Edited by Ernest Warren. Volume I., Parts 1 and 2. Volume II., Part 1. London: Adlard & Son, Bartholomew Close. 10s, 10s and 7s 6d net each.

**Schmidt, Eugen S.** How to Dive (Trick and Fancy). London: Health & Strength, Ltd. 6d net.

**Heather, H. H.** Sailing for Amateurs. London: Health & Strength, Ltd. 1s net.

**Ritchie, M. J. G.** The Text-Book of Lawn Tennis. London: Health & Strength, Ltd. 1s net.

**Pearce, W. J.** Fixed and Cycle Camping. A Full and Practical Guide. London: Health & Strength, Ltd. 1s net.

## FALL FICTION ANNOUNCEMENT LIST

### A Heavy List of Books—Several Good Titles among Them—Nearly Every Prominent Novelist Represented.

Since the August issue went to press several additions have noted these carefully and have also revised last all titles have been announced by Canadian publishers. We month's list, giving dates of publication wherever possible.

#### Musson Book Co.

The Silver Horde, Rex E. Beach, September 18.  
The Lords of High Decision, Meredith Nicholson, October.  
Little Sister Snow, Frances Little, October.  
The Lordship of Love, Baroness von Hutten, Indefinite.  
The Land of Long Ago, Eliza Calvert Hall, September 18.  
They and I, Jerome K. Jerome, Indefinite.  
Redemption of Kenneth Galt, Will N. Harbin, Sept. 23.  
Julia Bride, Henry James, September 23.  
The Real Thing, John Kendrick Bangs, October 7.  
An Involuntary Chaperon, Margaret Cameron, October 14.  
The Lost Boarders, Mary Austen, October 14.  
The Ruinous Face, Maurice Hewlett, October 14.  
Capt. Stormfield's Visit, Mark Twain, October 21.  
The God of Love, Justin Huntley McCarthy, October 21.  
Beasley's Christmas Party, Booth Tarkington, Oct. 21.  
Snow Fire, by the Author of "Martyrdom of an Em-press," November 11.  
The Winning Lady, Mary E. Wilkins Freeman, October 28.  
The Image of Eve, Margaret Briscoe, November 11.  
The Master, Irving Bacheller, Indefinite.  
The Lady of Big Shanty, F. Berkeley Smith, Indefinite.  
Options, O. Henry, November 4.

Daphne in Fitzroy Street, E. Nesbit, Indefinite.  
Veronica Playfair, Maud Wilder Goodwin, Indefinite.

#### Copp, Clark.

Northern Lights, Sir Gilbert Parker, Sept. 17.  
The Haven, Eden Phillpotts, Oct. 6.  
The Sins of Society, Cecil Raleigh, September.  
Marriages of Mayfair, E. Keble Chatterton, October.  
John Marvel, Assistant, Thomas Nelson Page, Oct. 16.  
Anne Veronica, H. G. Wells, October 4.  
The Flute of the Gods, Marah Ellis Ryan, October.  
Emily Fox Seton, Francis Hodgson Burnett, October.  
Bella Donna, Robert Hichens, September.  
Seymour Charlton, W. B. Maxwell, October.  
Posson Jone', George W. Cable, Oct. 16.  
The Price of His Doris, Maarten Maartens, Indefinite.  
Through the Wall, Cleveland Moffatt, October.  
The Perjurer, W. E. Norris, September.  
Faces in the Mist, J. A. Stuart, Indefinite.

#### McLeod & Allen.

Mr. Justice Raffles, E. W. Hornung, October.  
Cardillac, Robert Barr, September.  
The New Commandment, Anthony Verrall, September.  
A Woman's Way, Charles Somerville, September.  
Half a Chance, Frederic S. Isham, September.  
Keziah Coffin, Joseph C. Lincoln, September.  
Happy Hawkins, Robert A. Wason, September.  
The Stowaway, Louis Tracy, September.  
Virginia of the Air Lines, Herbert Quick, October.  
Lantern of Luck, Hudson Douglas, September.  
The Last Woman, Ross Beckman, September.  
The Vanished Smuggler, Stephen Chalmers, September.  
Old Clinckers, Harvey J. O'Higgins, September.  
The Rule of Three, Alma M. Esterbrook, September.  
Waylaid by Wireless, Edwin Balmer, September.  
Old Wives Tale, Arnold Bennett, September.  
The Greater Power, Harold Bindloss, September.  
Forty Minutes Late, F. Hopkinson Smith, October.  
The Open Country, Maurice Hewlett, September.  
Cupid's Understudy, Edward S. Field, October.  
Black Sheep, Joseph Sharts, September.  
The Stolen Cygnet, Sidney Fredericks, September.  
Son of Mary Bethel, Elsa Barker, September.  
The Pillars of Eden, Philip V. Mighels, September.

#### Henry Frowde.

The Attic Guest, Robert E. Knowles, Early October.  
It Never Could Happen Again, Wm. De Morgan, Sept.  
The Suitable Child, Norman Duncan, October.

#### Westminster Co.

The Foreigner, Ralph Connor, November.

#### Cassell & Co.

The Shoulder Knot, Mrs. Dudeney, September.  
The Smith's of Valley View, Keble Howard, October.  
A House of Lies, Sidney Warwick, October.  
Romance of Michael Trevail, Joseph Hocking, October.  
A Country Corner, Amy Le Feuvre, October.  
Blind Hopes, H. Wallace, November.  
London and a Girl, Alfred Gibson, November.  
Wrong Side of Destiny, Edith Mary Moore, November.

#### Macmillan.

The Key of the Unknown, Rosa N. Carey, September.  
A Life for a Life, Roger Herrick, September.  
Calvary, "Rita," September.  
Actions and Reactions, Rudyard Kipling, October 15.  
Martin Eden, Jack London, October.  
Friendship Village Stories, Zona Gale, October.  
Stradella, F. M. Crawford, October.  
The House Called Hurrish, "Rita," November.  
Gentle Knight of Old Brandenburg, Charles Major, Indef.  
The Backwoodsman, C. G. D. Roberts, Indefinite.



# THE CANADIAN MONTHLY LIST OF BOOKS FOR AUGUST, CONTAINING A RECORD OF BOOKS PUBLISHED IN CAN- ADA, BOOKS BY CANADIAN AUTHORS AND BOOKS ABOUT CANADA, ISSUED DURING THE MONTH OF AUGUST

**Andom, R.** On Tour with Troddles. Toronto: Cassell & Co. Cloth, \$1.00.

**Askew, Alice and Claude.** Plains of Silence. Sixpenny edition. Toronto: Cassell & Co. 15 cents.

**Ball, Sir Robert.** Earth's Beginning. New Edition. Toronto: Cassell & Co. Cloth, \$2.25.

**Ball, Sir Robert.** The Story of the Heavens. New Edition. Toronto: Cassell & Co. Cloth, \$3.00.

**Balmer, Edwin.** Waylaid by Wireless. Illustrated. Toronto: McLeod & Allen. August. Cloth, \$1.25.

**Bradshaw, F., M.A., D.Sc.** Self-Government in Canada and How it was Achieved: The Story of Lord Durham's Report. London: P. S. King & Son. 1909. Cheap Edition. 414 pages.  $5\frac{1}{2} \times 8\frac{3}{4}$  inches. Cloth,  $\$3\frac{1}{6}$  net.

**\*\*Bryce, George.** The Romantic Settlement of Lord Selkirk's Colonists. (The Pioneers of Manitoba.) Toronto: Musson Book Co. August. 328 pages.  $5\frac{3}{4} \times 9$  inches. Illustrated. Cloth, \$1.50.

This well-printed volume is appropriate and timely in view of the Centennial celebration of the Selkirk Settlement, which will be held in Winnipeg in 1912. The trials, oppressions and heartless prosecutions through which the settlers passed are narrated by the author, who has always stood forward as a champion of Lord Selkirk. The story is chiefly confined to the Red River settlement, now the Province of Manitoba.

**Bullen, Frank T.** Creatures of the Sea. Being the Life Stories of Some Sea Birds, Beasts and Fishes. Illustrated. Toronto: McClelland & Goodchild. August. Cloth, \$1.25.

**Caine, Hall.** The White Prophet. Illustrated by R. Caton Woodville. Toronto: McLeod & Allen. August. Cloth, \$1.25.

The author of "The Christian" takes as his hero a Mahdi of almost Christ-like character. The Commander-in-Chief of the British forces of Egypt and the Consul General order the son of the Consul General to "smash the Mahdi." His conscience as a man forbids him to do his duty as a soldier. He gives up his sword and follows the Mahdi. The woman he loves also follows the Mahdi from motives of revenge. The plot is intricate; the end delicately brought about.

**Clay, Bertha M.** Ironmaster's Daughter. Sixpenny Edition. Toronto: Cassell & Co. 15 cents.

Canada's Missionary Congress: Address delivered at the Canadian National Missionary Congress, held in Toronto, March 31 to April 4, 1909, with reports of committees. Toronto: Canadian Council Laymen's Missionary Movement. August. IX.+368 pages.  $5\frac{1}{2} \times 8\frac{1}{4}$  inches. Cloth, \$1.00 net.

**Estabrook, Alma Martin.** The Rule of Three. Illustrated by George Brehm. Toronto: McLeod & Allen. Cloth, \$1.25.

**Fine, H. B. and Thompson, H. D.** Co-ordinate Geometry. Toronto: Macmillan Co. of Canada. August. Cloth, \$1.60.

**Haggard, H. Rider.** Ghost Kings. Paper reprint edition. Toronto: Cassell & Co. 30 cents.

**\*\*Inrig, Alex.** The Spirit of God in the Universe. Toronto: William Briggs. August. Paper covers. 31 pages.  $5 \times 7\frac{1}{2}$  inches.

**Kipling, Rudyard.** Stories and Poems Every Child Should Know. Edited by Mary E. Burt and W. T. Chapin. Illustrated. Toronto: McClelland and Goodchild. August. Cloth, \$1.20 net.

**Knopf, S. Adolphus, M.D.** Tuberculosis, a Preventable and Curable Disease. Modern Methods for the Solution of the Tuberculosis Problem. Toronto: McClelland and Goodchild. August. Cloth, \$2 net.

**\*Logan, J. D., M.A., Ph.D., (Harvard).** The Making of the New Ireland. An Essay in Social Psychology. Toronto: The Gaelic League. 1909. 20 pages.  $7\frac{3}{4} \times 10\frac{1}{2}$  inches, paper covers, 25 cents.

This essay is based on two lectures delivered by Dr. Logan and is intended to show the aims and achievements of the Gaelic League.

**MacGrath, Harold.** The Goose Girl. Illustrated by Andre Castaigne. Toronto: McLeod & Allen. August. Cloth, \$1.25.

**MacPhail, Andrew.** Essays in Politics. London: Longmans, Green & Co. 1909. 301 pages.  $5\frac{1}{4} \times 8\frac{1}{4}$  inches. Cloth, 6s net.

Contains ten essays.—"The Patience of England," "Loyalty—to What?" "The Dominion and the Spirit," "What Can Canada Do?" "New Lamps for Old," "A Patent Anomaly," "Protection and Politics," "Why the Conservatives Failed," "The Psychology of Canada," "British Diplomacy and Canada."

**McKenzie, R. Tait, B.A., M.D.** Exercise in Education and Medicine. Philadelphia: W. B. Saunders Co. 1909. 406 pages. 346 illustrations,  $6 \times 9$  inches. Cloth, \$3.50.

The author, who is now Professor of Physical Education in the University of Pennsylvania, is a native of Almonte, Ontario, a graduate of McGill University, and was for years physical instructor in McGill gymnasium.

**Milham, W. I.** How to Identify the Stars. Toronto: Macmillan Co. of Canada. August. Cloth, 75 cents net.

**Pemberton, Max.** The House under the Sea. Sixpenny edition. Toronto: Cassell & Co. 15 cents.

**Rockefeller, John D.** Random Reminiscences of Men and Events. Toronto: McClelland and Goodchild. August. Cloth, \$1 net.

**\*\*Service, Robert W.** Ballads of a Cheechako. Toronto: William Briggs. August, 1909. 137 pages.  $5 \times 7\frac{1}{2}$  inches. Cloth, illustrated edition, \$1.50. Ordinary cloth edition, \$1.

**\*\*Sheffield, T. W.** Swimming. Toronto: Musson Book Co. August. 176 pages.  $5\frac{1}{4} \times 7\frac{3}{4}$  inches. Illustrated. Cloth, 75 cents.

The author, who is holder of King Edward's Trophy, World's Competition, 1905, is an expert who is abundantly qualified to discuss swimming. His book is a practical treatise, especially adapted to the beginner. After giving elementary instruction, Mr. Sheffield proceeds to tell of the achievements of experts and the experiences of not-



able swimmers, introducing in this way a vast amount of practical information. The book is well illustrated.

**\*\*Siever, Philip Henry.** Siever's American Shorthand. An Economical System of Writing the English Language. Toronto: Archibald W. Smith & Partners. August. 97 pages. 5 x 8 inches. Cloth.

Outlining a rational system of shorthand calculated to make the transition from longhand an easy process.

**Snyder, Chas. M.** The Flaw in the Sapphire. Toronto: McLeod & Allen. August. Cloth. \$1.25.

**Swinburne, Algernon Charles.** Shakespeare. London and Toronto: Henry Frowde. Cloth, 2s.

An essay on Shakespeare written in 1905 and now first published.

**Warren, G. F.** Elements of Agriculture. Toronto: MacMillan Co. of Canada. August. Cloth, \$1.10 net.

**Wright, Harold Bell.** The Calling of Dan Matthews. Illustrated by A. I. Kellar. Toronto: McLeod & Allen. August. Cloth, \$1.25.

The story of this man, who was really "a minister" to his kind, begins in the Osark Mountains, but mostly its events happened in Cornith, a town of the middle class in a Middle Western state. To this town, made by a little railroad and growing apace, came Dan. He found his fate in Miss Farwell, a singer in his choir, but strongly under the influence of Christian Science. Dan Matthews has much trouble with his conventional congregation, but after trials he becomes an example of true Christianity to the whole settlement.

## METHOD IN BUYING BOOKS—SMALL QUANTITIES AND GREATER ASSORTMENT RECOMMENDED—PROPER CLASSIFICATION OF THE BOOK STOCK.

BY ALBERT C. WALKER.

The subject of buying is a large one to treat in a short paper, and I shall only endeavor to touch lightly on a few points. First, as to quantities in buying, I would emphasize the advantage of small quantities and the greater assortment of titles and lines, even at the expense of lesser discount, if such must be. And this, I maintain, applies with as much force to the larger retailer as to the smaller.

From a vast output of fiction placed before the buyer nowadays, we make it a rule to first sample the book through an advance copy, to be read by salespeople and others, or by the purchase of a copy or two only. An exception, of course, can be made in the case of an author whose name will insure a sale up to a certain point. Many a title, we dealers all know, can be well omitted entirely from even the sampling.

In testing the merits of fiction from a selling standpoint, we find the verdict given by the patrons of our circulating library one good indication of probable selling qualities.

The matter of discounts is too well in hand and too much under discussion otherwise to dwell on here, other than to suggest that a healthy discount should be no inducement to buy a puny book. The enterprising bookseller desirous of keeping his stock up to date and reasonably complete need not feel too dependable upon the necessity of buying where the discount offered is not sufficient to pay the average cost of handling and a little more. We cannot carry everything in the multi-

plicity of books published now, and the bookseller is justified in discriminating reasonably in favor of books that will pay a living profit.

We have found, in these latter days of many books, that it is an exceptionally strong and well-known book that creates a necessity for carrying in sight; so too in the carrying of books of fiction, the demand for which is created by immoral and suggestive qualities contained. And in all these considerations the dealer can afford to be independent in his buying.

The classification of the book stock, as fiction, juvenile, scientific books, history, biographies, etc., etc., merits, and should receive, great consideration on the part of the dealer. And no less importance should be attached to the classification of the clerks in charge, thus enabling them to be useful advisers, in buying and re-ordering, and, moreover, adding greatly to their intelligent knowledge of their stock in dealing with their customers.

The use of stock slips in each title are of great benefit, giving the title, quantity and date of purchase, with publisher and cost. When the last copy of a title is sold, this slip, handed to the order desk, gives full information as to desirability of re-ordering or not. Different methods and different contracts with publishers will prevail where booksellers buy from the publishers direct. But we find it of great benefit to have careful records, in detail, of the annual business with each house through orders to agents and orders by mail. Such a record of purchase and re-order is more dependable than the optimistic recollections of most commercial representatives, and forms a useful basis from which to gauge later purchases from season to season.

In connection with this mention of commercial representatives, let me say here that, in a long business life I have found in general that those representing the book publishing trade are men of fine character as a rule, and that it pays to deal with them, and that they can be of benefit to the dealer in many ways.

The matter of special book orders is one of great importance to the retail book dealer, as what he does in that line involves no carrying of stock, and if covered by prepayment or deposit, when dealing with strangers, involves no risk. Good service in this line is appreciated by the customer and makes friends. Some of the best work that a dealer does is along this line, and, although our friends, the publishers, are often apt to consider these special mail orders as "small potatoes," and as something that just blows in without effort on anybody's part, we dealers know that it takes the best kind of salesmanship, backed by intelligent use of bibliographies and catalogues, to secure them.

After trying various systems of keeping track of special orders, we have adopted the use of a book of printed forms, giving necessary details triplicated through carbon copies. A tissue copy is kept in the book covers by the salesman, one copy is kept at the order desk, and the other goes into a card index case in the receiving room. As reports of delays, out-of-prints, etc., come in they are noted on the desk copy and also in a loose leaf book arranged by publishers' names. Reports on books advertised for, imports, etc., are all promptly recorded, and each week the orders are carefully gone through to see if book or report on same has come to hand. Back orders, continuations from libraries and others form a separate class, and a card index system arranged by author, title and customer is necessary to be effective.

# ACTIVITIES AMONG THE CANADIAN PUBLISHING HOUSES — MANY HANDSOME GIFT BOOKS TO APPEAR IN CANADIAN EDITIONS — FICTION OCCUPIES A PROMINENT PLACE — VARIOUS IMPORTATIONS FROM ENGLAND AND THE STATES.

Cassell & Co. announce for publication next month a volume entitled "Dickens and His Friends," which should appeal to the ranks of Dickens lovers in Canada. It is well illustrated and will sell at \$1.75 net.

A new edition of Dr. Saleeby's "Worry" will be issued next month by Cassell & Co., at 75 cts. net.



Masterpieces in Color  
(Copp, Clark)

Charles G. D. Roberts' new novel is entitled "The Backwoodsman." It is to be published this season by the Macmillan Co.

The Macmillan Co. are to have a new novel by Winston Churchill this fall, which will be something different from his previous books. The title and date of publication have not yet been announced.

Dr. Grenfell's illustrated work on "Labrador; the Country and the People," is announced for publication in a Canadian edition by the Macmillan Co.



One of the Copp, Clark Co.'s 1910 Gift Books

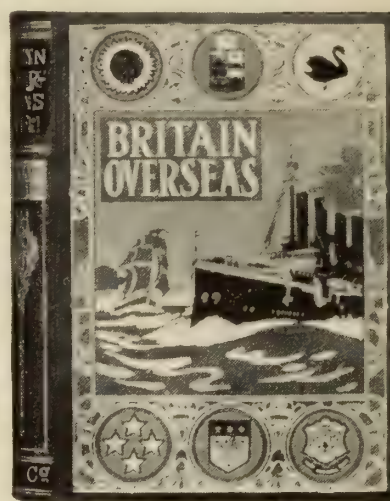
The Macmillan Co. will publish this season Dr. Sven Hedin's book describing his discoveries and adventures in Tibet. This will be one of the most important travel books of the year.

The Copp, Clark Co. will publish in October three capital boys' stories, "A Hero of Sedan," a tale of the

Franco-Prussian War, and "John Bargreave's Gold," a tale of adventure in the Caribbean, both by Captain F. S. Brereton; and "Ford of H.M.S. Glover," a tale of the Royal Navy of to-day, by Staff-Surgeon T. T. Jeans, R.N. Among their boys' books they announce, "In the Teeth of Adventure Up and Down the World," a series of true stories of real peril, compiled by Alfred H. Miles. This is now ready.

Dr. Henry Van Dyke's contribution to this season's gift books will be a volume of poems, entitled "The White Bees," which will be issued by the Copp, Clark Co. on October 2. It will be uniform with "Music and Other Poems," published some time ago.

The Copp, Clark Co. have no fewer than three editions of "The Arabian Nights" on their holiday list. The first one, illustrated by W. Heath Robinson and Helen Stratton, is now ready. The second, retold for children by Gladys Davidson and illustrated by Helen Stratton, will be issued early in October and the third, edited by Kate Douglas Wiggin and Nora Archibald



One of the Copp, Clark Co.'s 1910 Gift Books

Smith and illustrated by Maxfield Parrish, is announced for October 16.

This year's Harrison Fisher gift book is entitled "The American Girl," and contains twelve illustrations in full colors. It will be published in Canada by the Copp, Clark Co. on October 2. A somewhat similar book is "Girls of To-day" by Clarence F. Underwood, also published by the same firm. It contains 24 full-page color illustrations and 75 in black-and-white and will be ready in October.

Two new editions of Robert Louis Stevenson's "A Child's Garden of Verses" will be issued this season by the Copp, Clark Co. At the end of September an edition illustrated in color by Chas. Robinson will be ready, and during October a profusely illustrated edition by Florence Storer will be published. Both will sell at \$1.50.

Two or three interesting juveniles appear on the Copp, Clark Co.'s fall list. There is a "Complete Mother Goose" by Ethel Franklin Betts, illustrated in color, a beautifully illustrated edition of Hawthorne's



"Tanglewood Tales," Washington Irving's "Old Christmas" and "The Road to Oz" by L. Frank Baum.

For girl readers the Copp, Clark Co. have ready a new story by Ethel Turner with the title "That Girl."

An interesting book, containing drawings by that clever artist J. Montgomery Flagg, will be published on October 2 by the Copp, Clark Co. It is entitled "City People," and illustrates people and scenes from all walks of life. There are about 80 illustrations in pen and ink and halftone.

A book of Empire entitled "Britain Overseas," in which British possessions are described in picture and story, has just been issued by the Copp, Clark Co. and should prove a useful gift book. It is the work of J. E. Parrott, M.A., LL.D., and is profusely illustrated.

One of the Copp, Clark Co.'s most pleasing gift books for this season will be the Fitzgerald Centenary Edition of "The Rubaiyat of Omar Khayyam," presented entirely in color by Willy Pogany. There are 21 illustrations, whilst every quatrain is printed in colors. The ordinary edition is \$3.00 net. There is also a limited signed edition at \$6.00 net. Publication at the end of September.

The Copp, Clark Co. will issue neat ooze leather illustrated editions of "Tennyson's Love Poems" and "The Song of Hiawatha," at \$2.00. These will be ready in October. The same books in cloth are priced at \$1.00.

A fascinating work, "The Romance of Fra Filippo Lippi," by A. J. Anderson, is announced by the Copp, Clark Co. The book has a photogravure frontispiece and 16 full-page illustrations on art paper. It is priced at \$2.50.

A new and important history of Methodism has just been issued under the title of "A New History of Methodism," edited by W. J. Townsend, B.D., H. B. Workman, M.A., D. Lit., and George Eayrs, F.R.H. It is issued in two volumes and comes from the press of Hodder and Stoughton, London. The Canadian market has been secured by William Briggs.

Doubleday, Page & Co., New York, are the publishers of Robert E. Peary's book, "Nearest the Pole," which contains a vivid account of Lieutenant Peary's former expedition, and of Dr. Frederick A. Cook's books, "At the Top of the Continent," and "Through the First Antarctic Night," all of which are especially timely just now.

Mrs. Everard Cotes (Sara Jeanette Duncan) has written a new novel entitled "A Burnt Offering." It is a romance of anarchy in Bengal and it contains situations which are said to be most striking in their novelty. The English publisher is Methuen.

#### Worth While Series.

Five new volumes have been added this year by Thomas Y. Crowell & Co., New York, to their "What is Worth While" series, a popular line of short, ethical gift books. The complete list now embraces titles by many famous writers. The new volumes for this season are "Homespun Religion," by Elmer E. Higley, a series of terse, practical "five-minute" talks on right living; "The Master's Friendships," by J. R. Miller; "Until the Evening," by Arthur C. Benson; "What They Did With Themselves," by Ernest H. Abbott, Lenten meditations upon the occupation of various people who were intimately concerned with the betrayal and death of Christ; "Why Grow Old?" by O. S. Marden.

#### Two New Annuals.

The Religious Tract Society of London, England, famous as the publishers of the Boy's Own and Girl's Own Annuals, have added two new annuals this year to their list, particularly adapted to Canada. They are the "Empire Annual for Canadian Boys," and the "Empire Annual for Canadian Girls." Both contain 384 pages and are admirably illustrated. Stories and articles of deep interest fill their pages. They should meet with a warm welcome in Canada.

#### A New Annual.

Cassell & Co. announce the publication this season of an entirely new annual to be called "Cassell's Annual for Boys and Girls." Generally annuals are prepared specially either for boys or girls, and it is often the



Fra Filippo Lippi  
(Copp, Clark.)

case that a girl prefers a boys' book and is disappointed when she is presented with a girls' book. The new annual will overcome this difficulty. The reputation of the publishers of "Chums," "Girls' Realm" and "Little Folks" is enough to assure the success of "Cassell's Annual for Boys and Girls." It will be issued in cloth at \$1.50 and boards at \$1.00.

#### A HAPPY APPOINTMENT.

The numerous friends of Mr. Arthur Spurgeon, general manager of Cassell & Co., London, will be pleased to hear that he has been honored by being appointed a Justice of the Peace for the County of Surrey. The new magistrate visited Canada during the summer of 1908 and it is to be hoped that he will find time to come over again in the near future.

# The Foreigner

By

**Ralph Connor**

*Author of "The Sky Pilot," etc., etc.*

In cloth only - - - \$1.25

**READY NOVEMBER 15th**

# The Dawn By Galilee

By

**RALPH CONNOR**

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Eight drawings in color.

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# The Beautiful Rebel

By

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Publishers : **TORONTO**

## E. H. HARCOURT CO.'S NEW BUILDING.

The fine, large, new building of E. H. Harcourt & Co., Wellington Street West, Toronto, is practically completed. All that is now required is a few finishing touches to put it into first-class shape. Three flats, 33 feet by 121 feet, have been found necessary to accommodate their rapidly growing trade. A rearrangement of one or two of the departments has been found necessary to facilitate the transaction of business. Some new machinery has been installed and the concern now finds itself fully competent to take care of its large orders, including government work. The front structure is of red brick and the design of the building while plain is not without a certain beauty of outline. As a result of the recent fire in the Ontario Legislative Library, E. H. Harcourt & Co. now have a part of their bindery staff busily engaged at repairing the damaged volumes. A curiosity among the collection is a newspaper file of the Quebec Mercury of 1814, which contains a quaint announcement of a sale of books "recently arrived by ship which are to be sold by auction at Jos. Malliot's hotel. Booklovers are invited to be present, and the public are informed that catalogues will be printed and issued two or three days before the sale." Very little display type is used in any of the advertisements which resemble very much the present day "want ad."

## SOME NEW BOOKS.

**Otis, James.** Found by the Circus. New York. Thomas Y. Crowell & Co. Cloth, \$1.

An entertaining account of life behind the scenes at a circus. The hero, a stray youngster, is found asleep in one of the wagons. He is taken along with the circus and is injured by a lion. He is then featured as a hero by the manager. The hero's aunt, an amusing character is also introduced.

**Gask, Lilian.** In Nature's School. New York: Thomas Y. Crowell & Co. Cloth, \$1.50.

An attractive juvenile book which illustrates the most successful way of teaching natural history. It is the story of a boy who ran away from an orphan's home and lived for a whole year in the woods.

**Stories of Norse Heros.** Told by the Northmen. Retold by E. M. Wilmot-Buxton. New York: Thomas Y. Crowell & Co. Cloth, \$1.50.

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# Some Attractive Fall Books of 1909

The following books, both as regards subject matter and dress, are exceptionally appealing and every bookseller should have them represented in his stock.

## General Works

### CYRUS HALL McCORMICK His Life and Work

By HERBERT N. CASSON

This is a remarkable life of the inventor of the Reaper. It is not a biography only, but a chapter as well in the development of American history. Cyrus McCormick emancipated the American farmer from the slavery of the soil and made him the master of the wheat instead of its servant, and Mr. Casson's account of the struggles by which this was accomplished will take its place as the record, not of a man's life merely, but of the greater part of a nation's. Mr. Casson is the author of "The Romance of Steel" and "The Romance of the Reaper." With photogravure frontispiece and 25 other illustrations. 12mo. ....(October) Net \$1.50

### DAME CURTSEY'S BOOK OF RECIPES

By ELLYE HOWELL GLOVER

This little book is as sprightly and novel as the two previous "Dame Curtsey" books—"Novel Entertainments" and "Book of Guessing Contests"—and the general make up is the same. With frontispiece Square 16mo. ....(October 2) Net \$1.00

### DAME CURTSEY'S BOOK OF ETIQUETTE

By ELLYE HOWELL GLOVER

Gives all the latest decrees on points of Etiquette. The chapters include all the ordinary social events and information on correct correspondence, outdoor entertainments, and traveling etiquette. Illustrated. Square 16mo. ....(October 2) Net 50 cents.

## Fiction

### MY LADY OF THE SOUTH A Story of the Civil War

By RANDALL PARRISH

Mr. Parrish's new story will immediately remind the reader of "My Lady of the North," which was probably the most popular of all the popular romances from this prolific pen. It is safe to say that no better war story has appeared in a long time. The book is beautifully illustrated. With four illustrations in full color by Alonzo Kimball. Crown 8vo. ....(October 2) \$1.50

### THE HOMESTEADERS

By KATE and VIRGIL D. BOYLES

A story of the free-range cattle country in which two homesteaders—one a young woman—fight for possession with a band of desperate "rustlers." It is no less strong than the former book of these authors, "Langford of the Three Bars," which met with a decided success. With four illustrations in color by Maynard Dixon. Crown 8vo. ....(Ready) \$1.50

### THE DOMINANT DOLLAR

By WILL LILLIBRIDGE

This is the last story written by Mr. Lillibridge before his death. It is a vivid and dramatic Western story which approaches the problem of the man and the dollar from a distinctly new viewpoint. Mr. Lillibridge's great success was "Ben Blair," which has reached a sale of over 60,000 copies. With four illustrations in color by Lester Ralph. Crown 8vo. ....(Ready) \$1.50

## Juvenile

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6. Songs of a Sourdough. R. W. Service. Briggs.

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5. Quest. Justus Miles Forman. Ward, Lock.
6. Mr. Opp. Alice Hegan Rice. Briggs.

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1. Man in Lower Ten. Rinehart. McLeod.
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4. Songs of a Sourdough. R. W. Service. Briggs.
5. Chippendales. Robert Grant. Copp.
6. Bobby Burnett. Geo. Randolph Chester. McLeod.

**Fort William.**

1. Ballads of a Cheechako. R. W. Service. Briggs.
2. Making of Bobby Burnett. Geo. Randolph Chester. McLeod.
3. Marriage a la Mode. Mrs. Humphry Ward. Musson.
4. Septimus. W. J. Locke. Frowde.
5. Lost Cabin Mine. F. Niven. Lane.
6. Rose of the Wilderness. S. R. Crockett. Frowde.

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1. Heart of a Child. Frank Danby. Macmillan.
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5. White Mice. R. H. Davis. McLeod.
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**St. John, N. B.**

1. Anne of Green Gables. L. M. Montgomery. Page.
2. Climber. E. F. Benson. Musson.
3. Inner Shrine. Anonymous. Harper.
4. Michael Thwaite's Wife. M. Michelson. Doubleday.
5. Marriage a la Mode. Mrs. Humphry Ward. Musson.
6. Mr. Opp. Alice Hegan Rice. Briggs.

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6. Husband by Proxy. J. Steele. Fitzgerald.

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2. Katrine. Elinor Macartney Lane. Musson.
3. Letters of Jennie Allen. G. Donworth. McLeod.
4. Message. Louis Tracy. McLeod.
5. Miss Fallowfield's Fortune. E. T. Fowler. Cassell.

**Winnipeg.**

1. White Mice. R. H. Davis. McLeod.
2. Anne of Green Gables. L. M. Montgomery. Page.
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4. Million a Minute. H. Douglas. McLeod.
5. Bride of the Mistletoe. James Lane Allen. Macmillan.
6. Sebastian. Frank Danby. Macmillan.

**Toronto.**

1. Anne of Avonlea. L. M. Montgomery. Page.
2. Climbing Courvatels. Ed. W. Townsend. Copp.
3. White Sister. F. M. Crawford. Macmillan.
4. Certain Rich Man. W. White. Macmillan.
5. White Prophet. Hall Caine. McLeod.

**Canadian Summary.**

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# An Unparalleled Event In the Annals of Canadian Publishing

PROMPTLY on time on September 7, the Church of England Hymn Book went on sale. All orders received were quickly filled and "repeats" are coming in.

¶ A rigid price arrangement has been made whereby price-cutting is entirely obliterated. There will be one price only from ocean to ocean. This is certain. All good Booksellers will welcome this news.

¶ The issue of the new book will be a bonanza to the trade. Immense quantities of the new edition will be required as it supersedes all old hymn books. Don't forget that on each copy sold there will be a good profit, as there will be positively no price-cutting competition.

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J. G. Cloke, Hamilton: A capital arrangement.

W. J. Slater, Church Book Room, Toronto: A most desirable arrangement for the bookseller.

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¶ The list of editions comprises: 8vo. edition with tunes; 16mo. edition with tunes; 24mo. edition, words only; 32mo. edition, words only in single column; 32mo. edition, words only in double columns; 48mo. edition, words only; and an annotated edition.

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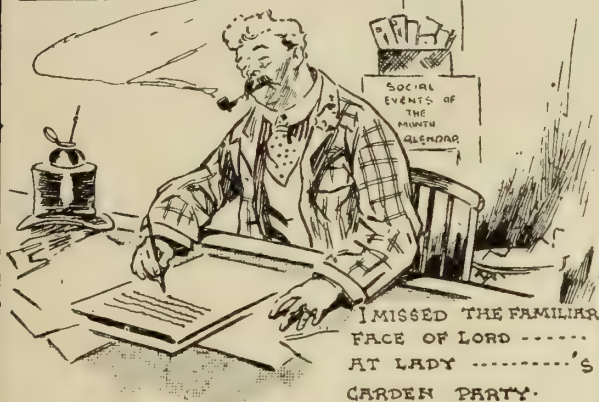




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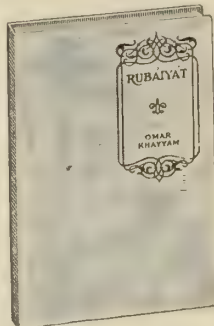
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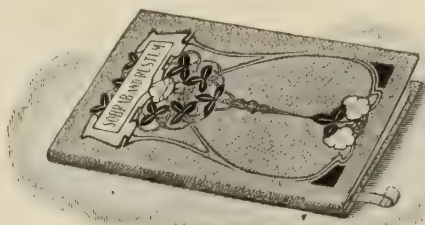
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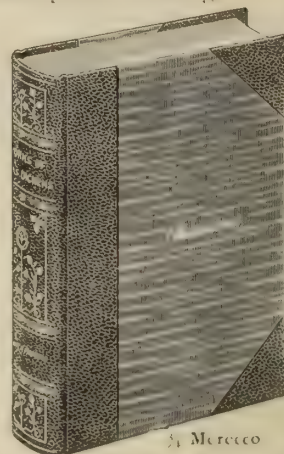
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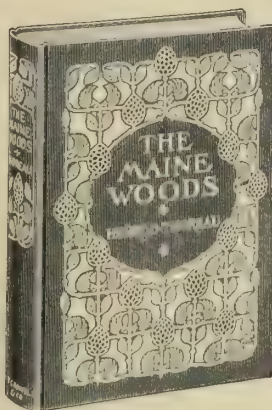
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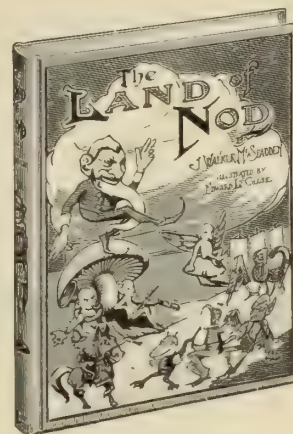
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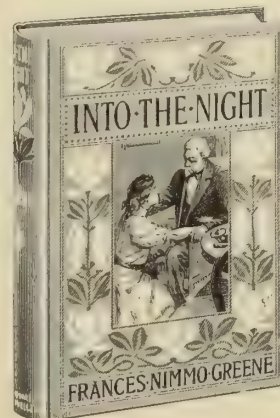
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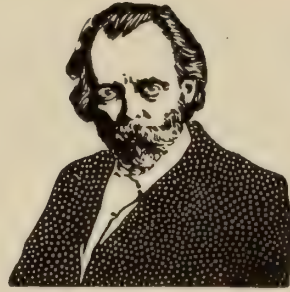
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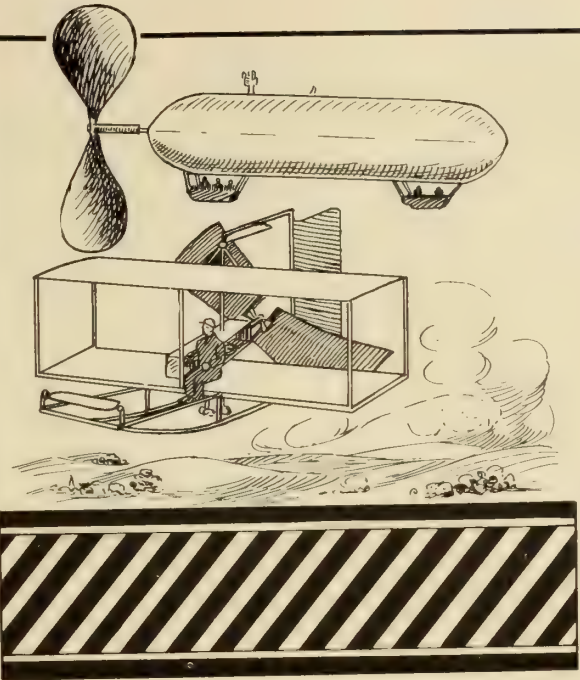
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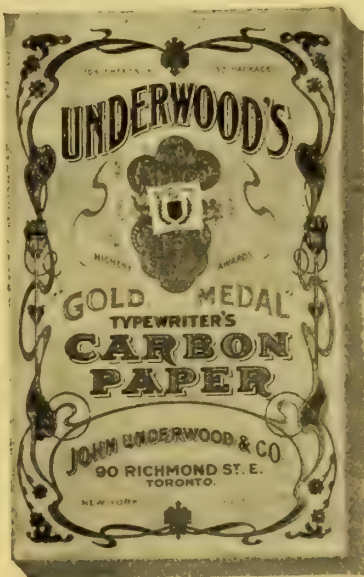
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No. 103—All styles. Retail price, \$1.50



No. 503—All styles, regular \$4.00 size. Retail price, \$2.50



Gold mounted patterns in all styles and sizes

---

If you do not now carry the New Lincoln, order a sample  
and compare the value

---

## Warwick Bros. & Rutter, Limited

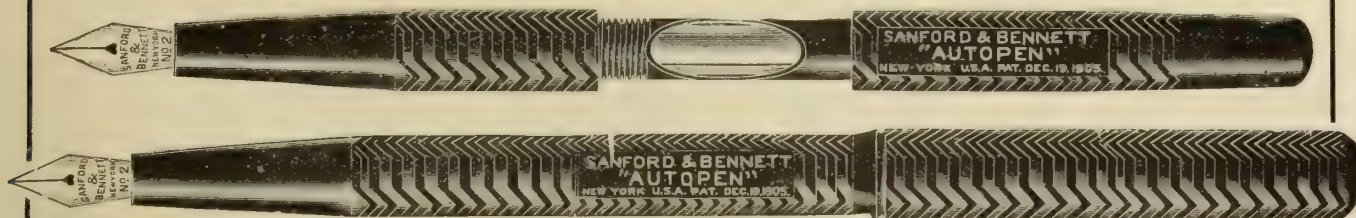
Distributors for Canada

**TORONTO**



# You Cannot Be Too Particular

about the kind of Fountain Pen you place your name or trademark upon. You cannot afford to stake your reputation on an unknown quantity. Goods that you handle must be goods that you know; lines that are backed by the maker's guarantee and that you can safely recommend.



Do not be too sure you are buying your Fountain Pens right. Before you contract for your supply of Imprint Fountain Pens for the coming holiday trade it will pay you to visit us or have us submit samples. We manufacture only high-grade pens. Every line we make is notably of the finest workmanship and highest quality; therefore we can guarantee unconditionally every pen that leaves our factory.

We are the largest makers of Fountain Pens for special imprint orders in America.

## SANFORD & BENNETT CO.

Manufacturers of Fountain, Stylographic and Gold Pens for foreign and domestic trade. Patentees of the "Autopen" (Self Filler), the "Gravity Stylo Pen" and the "Commercial Fountain Pen." JEWELERS' COURT, 51-53 MAIDEN LANE, - - - NEW YORK



# We Don't Advertise

merely to sell *more* Blotting, but to sell *better* Blotting Paper

**NONE BUT THE GOOD KINDS**

are worth advertising. Our slogan is *quality*. If you have not used

**"WORLD" "HOLLYWOOD"**

OR

**"RELIANCE"**

Send for samples and see the qualities.

**THE ALBEMARLE PAPER MANUFACTURING CO.**

*Makers of Blotting Paper Only*

RICHMOND

VIRGINIA

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**We are now showing the  
Newest, Finest and "Up-to-Date"**

## **FINE LEATHER GOODS LADIES' BAGS, Etc.**

1533—

Genuine  
Crepe  
Seal,  
9-in. Gilt  
Frame,  
Leather  
Lined,  
Fitted  
Purse and  
Card Case



1537—

Genuine  
Crepe  
Seal,  
9-in.  
German  
Silver  
Frame,  
Leather  
Lined,  
Fitted  
Purse and  
Card Case



1548—

Genuine  
Seal,  
8-9-10 in.  
Covered  
Frame,  
Leather  
Lined,  
Fitted  
Purse and  
Card Case



**BROWN BROS., Limited**

MANUFACTURING STATIONERS

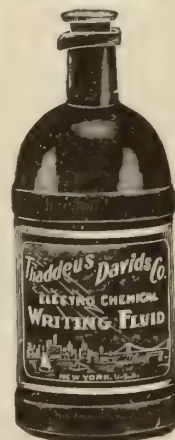
51-53 Wellington Street West, - TORONTO

## **TRAVELLER WANTED**

We will have an opening  
for a thoroughly experi-  
enced Stationery Sales-  
man January 1st.

Apply with references to

**Warwick Bros. & Rutter**  
LIMITED  
TORONTO



## **DAVID'S CELEBRATED INK**

Unsurpassed for  
Quality and Value

Electro-Chemical

## **BLUE BLACK FOUNTAIN PEN CARMINE**

Manufactured by  
Thaddeus Davids Co.  
New York. Established 1825

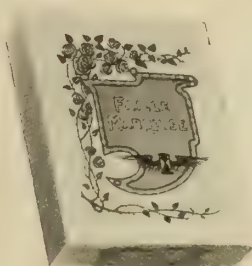
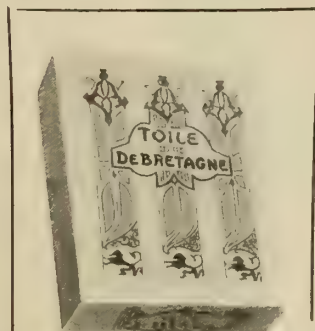
**BROWN BROS.**

Limited

Canadian Agents, Toronto



# PAPETERIES



Choice new lines just out for Fall Trade.

- 827. Toile de Bretagne
- 828. Aristocratique
- 829. Faille Marquise
- 830. Eudora
- 831. Normanton

Elegant, artistic designs, large size boxes, fabric finish paper.

Gage's Papeteries are now recognized everywhere as the "Standard of Value."

## W. J. Gage & Co., Limited

MANUFACTURING STATIONERS

Toronto, - Ontario

Warehouse and Factories  
82-94 Spadina Ave., Toronto, Ont.

Paper Mills at  
St. Catharines, Ont.

## TO THE "VICTOR" BELONGS THE SPOILS

¶ The spoils in this case is the trade of the dealer and public for the "Victor" Inkstand. The record of this Inkstand upon the United States and Canadian markets has been one unbroken line of success. If you handle them you know the reason. If you don't we'll tell you.

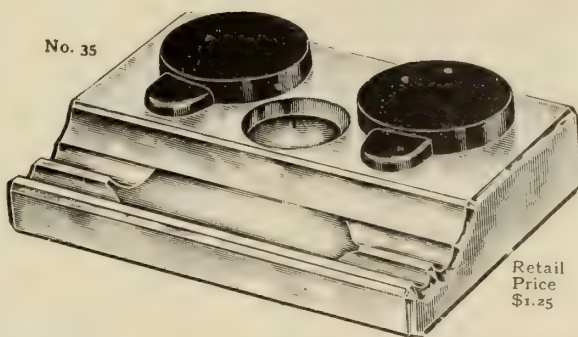
¶ Victor Inkstands keep ink clean and liquid, having an extra large capacity with only a very small exposure to the air. Easy to clean and fill—cannot upset; covers move so easily that they can be opened and closed with the pen point.

LIBERAL TRADE DISCOUNT  
Sold by all Canadian Wholesalers

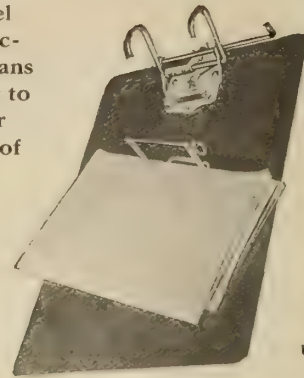
## THE WEEKS-NUMAN CO.

Successors to the Business of  
A. A. Weeks Mfg. Co. C. H. Numan Co.

39-41 Park Place (one block from Broadway), New York City



All-Steel construction means nothing to break or get out of order.



### NOTE:

In making transfers to permanent binder, papers are not removed from upright posts.

## SPIRO

All-Steel

## Arch Files

With Detachable Upright Posts

A brand new idea in Arch Files and the quickest seller we've ever put out. Has all the superior merit of our standard files—positive locking of Arch, all-steel construction, perforator with adjustable guide—if desired, etc., also the new feature of detachable upright posts allowing paper to be transferred to the permanent binder WITHOUT REMOVING FROM THE POSTS, thus saving considerable time and avoiding danger of tearing or losing sheets.

The device will be known as the "SPIRO" Self-transferring Arch File and is now included in our line of "SPIRO" ALL-STEEL Filing Devices. Here is a file that will sell at sight to the best trade, and will eventually displace all ordinary arch files.

Mr. A. Roy MacDonnell of Toronto, our Canadian Representative, will gladly quote prices, etc., or write us direct.

**SPIRO MFG. CO., Sales Dept.**

103 E. 131st St. - - NEW YORK CITY

## "Writink"

Be sure and sell the right ink. For a general writing fluid nothing surpasses

## Carter's Writing Fluid

in fluidity and permanence. Writes a restful blue and dries a deep black.

Quarts, Pints and Half Pints have Carter's Patent Pourout.

No metal to affect the ink.

No chance to spill.



Lightest and most convenient packing saves on carrying charges.

Handiest and most convenient package.

## The Carter's Ink Co.

154 Craig St. West, Montreal

Boston

New York

Chicago

## National BLANK BOOKS



**M**ADE in all sizes, rulings and bindings to meet every requirement of the accountant.

They contain paper of extra fine quality—the best products of the Holyoke Mills being used for the purpose.

The National Line also includes a wide variety of Loose Leaf Ledgers, Price Books and Memorandums.

## National Blank Book Co.

HOLYOKE

MASSACHUSETTS





Have You Received Your Copy of the New

# Dennison Catalogue?

The Dennison Catalogue of Tags and Specialties has played an important part in the successful conduct of the Stationery Trade for years.

Dennison Goods represent the World's Standard of Quality for each and every specialty. Dennison's Tags are representative of the whole line.

The new Catalogue, which has already been widely distributed, supersedes all previous issues. A careful study of its pages will reveal many changes—new designs, new goods, new prices, new stores.

Dennison's Goods carry with them a story of many years' experience and reputation for good quality given and high quality *maintained*.

Co-operation with Dennison assures a larger and better business for every Stationer. If you have not already received *your* copy of the new catalogue, *write for it*. We will forward promptly.

**Dennison Manufacturing Company**

*The Tag Makers*

**BOSTON,**  
26 Franklin St.  
**CHICAGO,**  
25 Randolph St.

**NEW YORK,**  
15 John St.  
15 W. 27th St.  
**TORONTO,**  
523 Traders' Bank Bldg.

**PHILADELPHIA,**  
1007 Chestnut St.  
**ST. LOUIS,**  
413 North 4th St.

A. W. FABER'S

THE FINEST IN EXISTENCE

16 Degrees—6B to 8H

**"CASTELL"**

PENCILS



Unequalled for  
Purity, Smoothness  
Durability or Grading

A. W. Faber,

149 Queen Victoria St.,  
LONDON, E.C.

A. W. Faber's  
"Castell" Copying Pencil

Manufactory  
Established 1761



FACTORIES

STEIN, GERMANY  
GEROLDSGRUEN  
NOISY-LE-SEC  
NEWARK, N. J.

**A.W. FABER.**

ESTABLISHED 1761.

**RUBBER WORKS**

ELASTIC BANDS



ERASIVE RUBBER

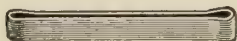


HOUSES

STEIN, GERMANY  
NEWARK, N. J.  
LONDON  
PARIS  
BERLIN

41 - 47 DICKERSON STREET AND 68 - 88 HECKER STREET

**NEWARK, N. J., U. S. A.**



51



20



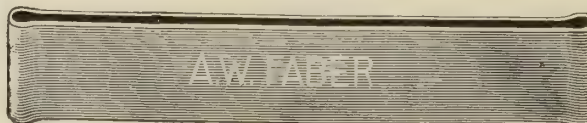
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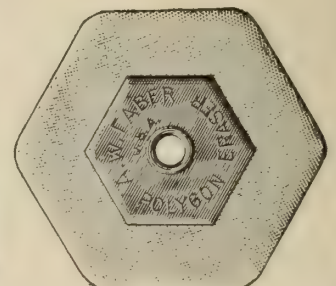
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83



7085



## Higgins' Drawing Board and Library Mucilage



It is everywhere admitted to be the most desirable adhesive for the uses intended, ever put upon the market. It is a semi-fluid, of great strength and body, specially prepared for mounting paper on the drawing board, for repairing and labeling books, and for wood, cloth and leather work generally. Librarians have found it exactly suited to their needs, and it has become recognized as the only adhesive for library work that gives perfect satisfaction. For use as an ordinary mucilage or paste it may be diluted with 25 to 50

per cent. of water. This article should be carried by every progressive dealer.

**HIGGINS' AMERICAN DRAWING INKS**  
BLACKS AND COLORS  
The Standard Liquid Drawing Inks of the World

**CHAS. M. HIGGINS & CO., Manufacturers**  
NEW YORK CHICAGO LONDON  
Main Office and Factory, BROOKLYN, N.Y., U.S.A.

## "Sports" Playing Cards

The Best  
Value  
in the  
Market

One  
of  
Many  
Varieties



LACROSSE DESIGN

Leaders in  
a second  
grade  
Good Luck  
and  
St. Lawrence

Special card for whist players Colonial Whist

We are headquarters for Playing Cards—Made in Canada—Style and finish equal to Imported Cards.

Advertising Cards of all sorts, Novel designs  
Coated Litho. and Book Papers

FOR SAMPLES AND PRICES APPLY

**CONSOLIDATED LITHOGRAPHING AND MANUFACTURING CO., LIMITED**

Successors to The Union Card and Paper Company, Montreal.

## To the Newsdealer

What about your supply of **BUSY MAN'S MAGAZINE**? Have you satisfactory arrangements for keeping a supply on your counters each month? If you think an improvement could be made in the service, kindly let us have your suggestion. If you are not selling **BUSY MAN'S**, why not? It is a high-class magazine which will give you good returns.

**Busy Man's Magazine**

10 Front St. E., Toronto

## TATUM LOOSE LEAF "POST PRICE BOOK"



Patented July 13, 1909

Bound in Full Flexible Levant Grain Black Cowhide. Carried in Stock in **EIGHT SIZES** with **SEVEN FORMS** of rulings.

This binder and twenty-five other styles of **LOOSE LEAF HOLDERS AND BINDERS** fully described in our separate 46-page catalogue.

150-Page Catalogue of **STATIONERS' SPECIALTIES** mailed on request.

**THE SAMUEL C. TATUM CO.**

Manufacturers of Stationers' Specialties, Loose Leaf Devices, Power Paper Punches, and Perforators.

No. 3318 Colerain Ave., CINCINNATI, OHIO, U.S.A.

New York Office, No. 197 Fulton Street.

BOOKSELLER AND STATIONER

# CHRISTMAS

## "SWAN"

## PENS



### A XMAS "SWAN" FOUNT PEN

is all that a gift should be.  
Nothing a stationer stocks is so  
suitable for those who can fully ap-  
preciate a thoughtful choice.

The "SWAN'S" claims to consideration are: Attractiveness, Durability, Useful-  
ness, Facility of Despatch and Reasonable Cost. To the dealers they give a good  
margin of profit, no trouble to sell, and satisfied customers.

Made in plain vulcanite and banded; in silver, rolled gold and solid gold— designs by the dozen,  
but all of the same well-known "SWAN" standard quality: that is—Double feed and sure action,  
the best gold nib ever made, lasting qualities and freedom from trouble of any kind.

*Write us for Illustrated List, Terms, Showcases  
and Suggested Christmas Range of Stock*

**MABIE, TODD & CO., 124 YORK ST., TORONTO**

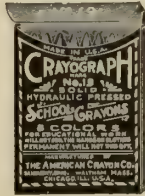
*Manufacturers of "SWAN" PENS, "CYGNET," "MEMO" and "LONGSHORT" STYLOS. SWAN INK, GOLD PENS, PENCILS, Etc.*

Headquarters: 79 and 80 HIGH HOLBORN, LONDON, W. C., ENGLAND  
And at MANCHESTER, PARIS, BRUSSELS, BALE, NEW YORK, CHICAGO and SYDNEY



## IMPORTANT ANNOUNCEMENT

# Crayograph

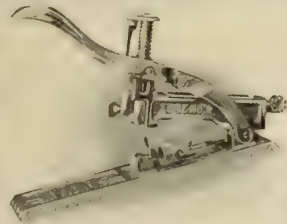


stocked; energetic stationers are getting results through knowing their merit and pushing them. Remember, one dozen packages sent **gratis** with first order of, at least, six dozen, for distribution among teachers and school authorities.

Please bear in mind that it is not possible for ordinary Colored Crayons to possess features which CRAYOGRAPH have and which are the result of skill and long years of experience in making Crayons.

All jobbers can supply Crayograph.

Makers: THE AMERICAN CRAYON CO.



## A Modern Device

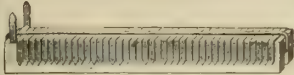
The Acme No. 2 Binder

This is a machine that drives a flat staple that *holds*. It penetrates the thickest and toughest paper and will not tear the thinnest. Easy and convenient to work and will not get out of order, because it is simply made.

The price is *moderate* and is one of the least inducements that will sell it to the busy office worker.

Ask your jobbing house about it.

Staples (No. 18) 5,000 in a box,  
per 1,000, 30 cents



Acme Staple Company, Limited

112 North Ninth St. : : : : Camden, N.J., U.S.A.

## THE FACT

that we are supplying the two largest cities in America and the U.S. Government with solid crayons is evidence that the best and cheapest are made by

The Standard Crayon Mfg. Co.

Danvers, Mass.

## Every Man with a Fountain Pen

NEEDS THE

**Klymax Klip**



The only clip that gives  
entire satisfaction

Steel, 5 cents

German Silver,  
10 cents

Rolled Gold,  
25 cents



Show Cards for counter  
display, 1 doz. to 3 doz.  
clips on card, according to  
style of clip. Sells on sight

Discount to the Trade on  
application.

Consolidated Safety Pin Co.

Department 1,

Bloomfield, N.J.

## Fancy Leather Goods

We make an extensive line suitable for dealers in Fancy Goods, Stationery, Haberdashery, etc.

Send for Illustrated Catalogue



C. F. Rumpp & Sons

Established  
1850

PHILADELPHIA, PA., U.S.A.

New York Salesrooms

683-685 Broadway



Toilet Cases



Auto Luncheon Outfit

# RAPHAEL TUCK & SONS'



## Valentines for 1910



are now ready. The most complete line on the market.

*High Class Comics*

*Heart Shapes*

*Dainty Novelties*

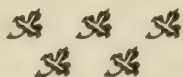
*Unique Mechanicals*

*Comical Climbers*

entirely new and startling

*Valentine Post Cards*

From entirely new designs by well-known artists



DO NOT PLACE YOUR VALENTINE ORDERS  
UNTIL YOU HAVE EXAMINED OUR LINE



ILLUSTRATED CATALOGUE SENT ON APPLICATION



## Raphael Tuck & Sons Company, Limited



LONDON

9-17 ST. ANTOINE STREET, MONTREAL

PARIS

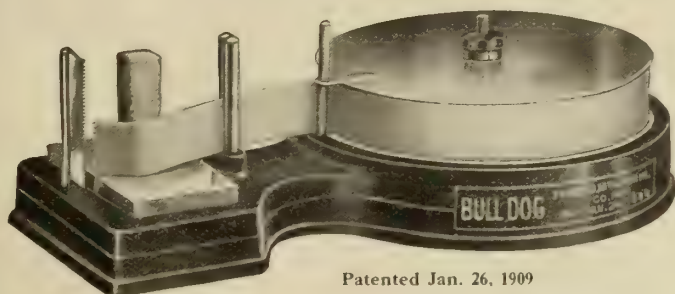
BERLIN



NEW YORK



# Modern Method of Parcel Wrapping



Patented Jan. 26, 1909

This machine can be used economically and to great advantage by all

Stationers, Printers, Booksellers, Paper Houses  
and others

THE GUMMED TAPE IS KEPT CLEAN AND FREE FROM DIRT

**"Bull Dog" Gummed Tapes are the Greatest Stickers Made**

**JAMES D. McLAURIN CO., Inc.**

World Building, New York, U.S.A.

FOR SALE BY

Smith, Davidson & Wright, Limited, Vancouver, B.C.

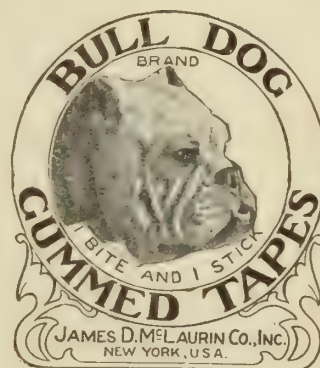
Kilgour Bros., Toronto.

Howard Smith Paper Co., Montreal.

## "BULL DOG"

### Rapid Package Sealing and Moistening Machine

Paper tape for wrapping purposes is now being used by all progressive firms as a substitute for string. Compared with the old methods, the cost is less, and the advantages of the tape are security and neatness. This tape can be had printed with your name or specialty, making a good advertisement.



## Artists' Materials

AND

## School Supplies

Colors, Brushes,  
Papers,  
Drawing Instruments, etc.

Catalogue on Application.

**THE ART METROPOLE, Limited**

149 YONGE STREET, TORONTO



## "Modern B" Pen & Pencil Clips



**Duryea-Hoge Company, Inc. Manufacturers**

108 FULTON STREET, NEW YORK CITY

# If You Are Located Out West

Your interests will be best served by ordering your supplies of Books, Stationery, Printers' Materials, etc., from us. No time is lost in long unnecessary delays. The stocks are here awaiting your order and will be shipped as early as you say. You get brand new goods, at close prices and in the quickest possible time when you buy of us. These facts should mean something to you in this busy season, when a saving of time and money are both equally desired. Our holiday stocks of

FANCY PAPETERIES  
PRESENTATION BOOKS

FANCY GOODS,  
DOLLS, GAMES, ETC.

CHILDREN'S SLEIGHS AND WAGONS  
PHONOGRAPHS

should be worth your inspection. Ask our traveler to call and show you samples, or, better still, call and see us if you can conveniently arrange it. *Sorting orders will receive careful and immediate attention.*

**CLARK BROS. & CO., LIMITED**

**WINNIPEG, MAN.**

## Wanted—Miraculous Results

By A. B. LEVER

**S**OME people expect miracles from every dollar they invest in advertising.

If they buy a block of merchandise, a piece of land, stocks, or bonds, they are quite satisfied if they get in return a fairly good profit.

A miracle is something which they never expect from such investments.

But when it comes to investing in advertising it is a horse of another color.

Results to them are only satisfactory if they get back the original dollar invested as well as the dividends by the first mail.

Advertising does great things. All great modern businesses have been built up on advertising.

But there have been no miracles performed.

Good advertising produces good results.

Sometimes the results are apparent at once.

Sometimes the results, like bread cast upon the waters, are not seen until after many days. But they are sure to be seen eventually.

The character of the results depends a great deal upon the article advertised and the character of the copy.

Business men who expect miracles to be worked by every dollar they invest in advertising had better not essay to join the army of progressive business men.

They will be disappointed if they do.

As long as a dollar lasts they will at least have the satisfaction of feeling it in their pocket.

Only those should advertise who know that advertising is a straight business investment, productive of good results if judiciously done and properly attended to.

Great results from one brief venture in the advertising field are no more possible than a cultured man from one day's tuition.

Both are the results of gradual and persistent effort, not of miracles.



## Do Not Overlook

your stock of School Books and Supplies for school opening.

### Our Stock

of school books, scribblers, exercise and note books, slates and slate pencils, erasers, pencils, penholders, compasses, pen nibs, pencil boxes, chalk, crayons, school bags, rulers, set squares, drawing paper and pads, ink, foolscap, examination tablets and all lines

### of School Supplies

will meet your requirements. Mail orders receive prompt attention.

**Smith, Davidson & Wright, Limited Vancouver, B.C.**

**Better Goods!**

**Better Sales!**

**Better Selling Prices!**

**Better Profits!**

Until you know from personal experience the superiority of

## STAUNTON WALL PAPERS

you cannot appreciate how much money you can make from the wall paper business.

The unequalled *selling quality* of our goods makes their cost no more to you, for they are wonderfully low priced, but it does permit a big margin of profit to be added.

Shall we not put our 1910 goods before you? It entails no obligation to purchase. *Write us.*

**STAUNTONS LIMITED**  
933 Yonge Street : TORONTO

## E. MORRIS & CO.

**(Wholesale)**

### STATIONERY SCHOOL SUPPLIES POSTCARDS

#### LOCAL VIEW POSTCARDS

We have the exclusive handling of the Products of Three of the leading German Postcard Factories—Specialists in their own particular style of card.

**CHROMOTYPE      BLACK and WHITE**  
**HAND-COLORED      SEPIA—BROWN**  
**MARINE—BLUE**

**PRICES from \$4.50 m.**

*Write for samples, which will convince you that we are showing high-grade cards only.*

## VANCOUVER, B.C.

## Representative Wanted for Canada

Good opening for a hustling young manufacturers' agent to take over the representation of a number of American houses in Canada. Write, giving all necessary qualifications, etc., to

**Box 777, Bookseller & Stationer, 10 Front St. E., Toronto**



## Holly Box Covering

AND WRAPPING PAPERS

The finest line of Paper for Box Covering and Package Wrapping on the market.

Put up in sheets or rolls, also in Envelopes.

Paris Holly Ribbon Crepe, Tri-Color and Plain Ribbon Crepe—The Best Ever.

Paris Plain and Decorated Crepe Paper, Paper Napkins, Plain and Crepe Toilet Papers.

**The TUTTLE PRESS Co. Manufacturers**

**Appleton, Wis.**

## Standard Commercial Works

### Matte's Interest Tables

At 4, 5, 6, 7, 8, 9 and 10 per cent. per annum by NATHAN BORN MATTE 5th Edition. Price, \$3.00

### Matte's Three Per Cent. Interest Tables

By the same author. On fine heavy paper and strongly bound. Price, \$3.00.

### Hughes' Interest Tables and Book of Days Combined

At 3, 3½, 4, 5, 5½, 6, 7 and 8 per cent. per annum. By CHARLES M. C. HUGHES. Price, \$5.00

### Hughes' Supplementary Interest Tables

Comprising a Special Interest Table for daily balances, showing interest for one thousand days on any amount, rates from ¼ per cent. to 3½ per cent., inclusive. Also a table showing interest for one thousand days at 5 per cent., by means of which (in connection with Comparative Tables) interest for one thousand days can be obtained at any rate from ¼ per cent. to 10 per cent., inclusive, and COMPARATIVE INTEREST TABLES for obtaining interest on any rate from ¼ per cent. to 10 per cent., inclusive, on the basis of 365 days to the year in ¼ per cent. rates. By CHARLES M. C. HUGHES. Price, \$2.00.

### Hughes' Interest Tables

At 6 and 7 per cent. per annum (on the basis of 365 days to the year, for one, two, three and four months and days, of grace, for use in Discounting and Renewing Promissory Notes. By CHARLES M. C. HUGHES (on folded card, 14x9½), strongly bound. Price, \$1.00

### Hughes' Savings Bank Interest Tables

At 2½, 3 or 3½ per cent. (each on separate card), on the basis of one month, being 1-12 part of a year. By CHARLES M. C. HUGHES. Price, \$1.00

### Buchan's Sterling Exchange Tables

Converting sterling into Canadian currency, and vice versa, advancing by 8ths and 16ths, with other useful tables. By EWING BUCHAN. Second edition. Price, \$4.00.

### Buchan's Sterling Equivalents and Exchange Tables

Showing the relative value, according to the rate of discount in London, in Canadian and New York systems of quotations, of bills of exchange drawn at any rate, of having any number of days to run, etc., etc. By EWING BUCHAN. Price, \$4.00.

### Buchan's Par of Exchange (Canadian)

Giving sterling into dollars and cents and vice versa, from £1 upwards, also sterling equivalents, Canada into New York and vice versa. By EWING BUCHAN. Price in sheets, each, 20c; mounted on boards, each, 35c.

### Import Costs

Showing "laid down costs" from one-eighth of a penny to one thousand pounds, with advance on sterling costs from five per cent. to fifty per cent. calculated at the Canadian par of Exchange, advancing by two-and-a-half per cent. rates. A separate table for each rate. By H. S. MARTIN. Price, \$1.50. Full bound leather—limp New.

### The Importers' Guide

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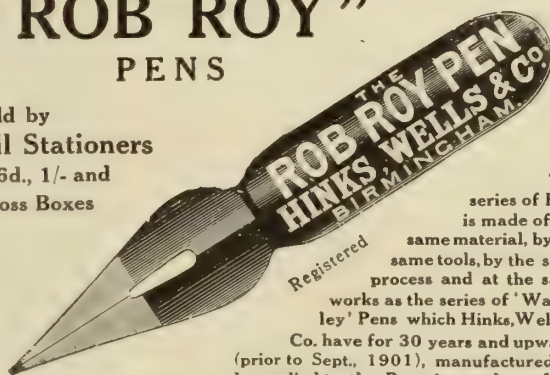
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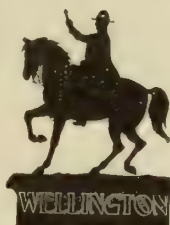
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Vol. XXV

TORONTO, CANADA, OCTOBER, 1909.

No. 10.

## Editorial Chronicle and Comment

### Helping Its Advertisers (?)

In this Ontario school book farce, some newspapers have taken a discreet course and said nothing. Some few have come out boldly and attacked the Government's policy. While we admire the action of the latter papers, we can sympathize with the position of the former. But we certainly cannot see how any self-respecting newspaper in an Ontario town can come out and support a policy that is calculated to injure the interests of the business people who support it.

Take for example the Sarnia Canadian. Here is a paper that presumably exists on the patronage of Sarnia merchants. It comes out in its issue of September 15, with a magnificent eulogium of the new school books, and of the Whitney policy. We cannot quarrel with its statement that the books are well made, nor can we contradict it when it maintains that the prices are low. But why cover up the real live issue? Why give the impression that everything is perfection, when the merchants of Sarnia are suffering under one of the severest blows ever dealt them as business men? This is a type of disloyalty that we fail to understand.

### Holding Back the Books (?)

Is the T. Eaton Company purposely holding back supplies of the Ontario Readers from the booksellers? If they are, and it looks remarkably much as if they were, it is high time the Government interfered.

A correspondent in an Ontario village writes us as follows, under date of September 18:—

"We in this section are having difficulty in getting some of the books, especially the 4th Book, it being a month since they were ordered from G. W. Sulman, Chatham, and they say they are unable to get them. A letter in the Globe written by R. J. Edgar of Owen Sound leads to the belief that this difficulty is general.

"This afternoon a customer who had asked us to save her a 4th book, when we received them, came in and told me that she was sending to Eaton's for something and would order the 4th book too. She told of a neighbor having sent to Eaton's, who received the book in good time.

"These circumstances set me thinking. Would it be possible that they are holding back the books from the retailer and thus forcing the consumer to send them an order for goods?"



### Protect Lives of Travelers.

Now that the committee of the Commercial Travelers' Association, acting with the Provincial License Department, has announced its award in the contest for the best device to aid escape from a burning building, it is the manifest duty of the Provincial Government to fully satisfy itself that the fire escape device selected is thoroughly practical and then adopt regulations compelling all hotels and lodging houses to equip their buildings with the device.

Several hotel fires have occurred in Ontario during the past year and in at least two lives have been lost owing to the lack of proper life-saving equipment. It should not, therefore, be necessary for the Government to wait for another holocaust.

The Commercial Travelers' Association have performed a commendable public duty in bringing the agitation for fire escapes on public houses to a head. Their offer of a \$100 prize for the best life-saving device shown on Travelers' Day at the Toronto Exhibition, brought out a number of competitors, one particularly meritorious device demonstrated by a New York State man being awarded the prize.

Every public building should be equipped with a life-saving apparatus, but more particularly is this necessary in hotels and rooming houses where strangers lie down to rest in unfamiliar surroundings. Human life ought to be protected by the best device, regardless of the expense attached to the installation of proper equipment.



### Improve Your Fire Risk.

Recent investigations by The MacLean Trade Newspapers go to show that in the matter of insurance there is not that careful consideration given by merchants and manufacturers to their rating which the best principles of economy would forcefully suggest.

In view of the instances which are being multiplied every day, in which reductions have been made in indivi-

dual ratings as the result of some inexpensive precautionary measure, it seems proper to say that the merchant or manufacturer who postpones competent examination of his premises with a view to improve want of his risk, is certainly negligent of his own interests.

Where the local agents are competent men the merchant will have no difficulty in obtaining that information with reference to the constituents of his rating—where he is penalized and where he is credited—to enable him to improve those conditions on which his insurance is based.

It is intended to deal with this matter in detail, and there will be presented much information obtained from authoritative sources, which merchants and manufacturers will find of value in considering the steps suggested.



#### Success in Dull Times.

There is a great deal of difference between success in good times and success in bad times. In the one case unless the merchant deliberately kills the goose that lays the golden egg, all that he has to do is to look after, and to exact the fullest measure of profit from the demand that the consuming wants of the country have created. To a great extent good times take care of themselves. But when times are dull, and consumers apathetic, it is then that the dealer is in need of all his business acumen and salesmanship. He has to create a demand, and that is a hard task. It is not the man who sleeps during the dull periods of the year, and only wakes up when trade comes knocking at the door, who makes the most success of his business. It is the man who fights and schemes to turn the bad times into good who gets ahead of the game. It is in the power of every dealer to create trade, be the times what they may. The appetite of the consumer may be dormant, but it can be tickled into activity. This can only be done by unceasing perseverance, unceasing vigilance, and an intelligent appreciation of what will best attract the consumer. The merchant who continually offers up attractive bait, and induces the consumer to bite when he does not want to, whose windows are always original and smart in design, and whose store seems to be always busy, is the man who converts bad times into good. Undoubtedly there is a great amount of truth in the statement that the trade which naturally comes to a merchant pays the expenses of the business, but the trade that is attracted pays the real profits.



#### Too Much Average Man.

Did you ever look through a magnifying glass? Things look larger than they really are, don't they? Did you ever come to work in the morning and find work piled around your machine so you didn't know where to start? Or around your desk? You felt like sitting back and letting things take care of themselves, but if you start at one thing, finish it and then start at the next and so on, what a difference it makes. The trouble is, some people will not start. They are forever gazing at a molehill through a magnifying glass. The men who are above the average are the men who do things. They

never acknowledge defeat. They never give up. The quitter is a failure. This is the law of life. The man who lets his work conquer him is a quitter.

There are men who have surprised their employers by a change of method, which is due to putting into practice things they have learned by keeping their eyes open. The engineer or clerk who gets in a rut will be numbered among the average men. You cannot change your course if you are in a rut; it allows no development or expansion. Progress requires changes occasionally. A "good enough" method isn't "good enough." What everyone wants is the best. You cannot develop a man with one food; neither can a man be a hundred-point man by walking in a rut. If something works well, try again. You will find something that will work better. The whole development in the mechanical world has been because men who were above the average worked for something better.

The hundred-point man may look like all other men or dress like them, or talk like them, but whatever position he holds, he is true to his trust, he keeps his word and is true to his company. Do your work and do it well. There are too many self-satisfied average men. Aim to be more than the average; be a one-hundred-point man.



#### How to Treat "Kicks."

When a customer brings back an article he thinks defective or unsatisfactory, remember, keep your temper. Look the case over in a fair manner. It may be a just claim. Put yourself in his place. Before you say a word as to the merits of the case, decide in your own mind what you are going to do and have the nerve to stick to it.

For, if you say to a customer that you cannot allow for a claim and then argue the matter and finally give in, the customer has the same opinion of you that he would have had, had you refused to allow him anything in the first place, and the chances are he will think less of you.

It is probably best to be on the liberal side when a claim is made, but is undoubtedly proper to do what you are going to do with as much despatch as possible and without a word of grumbling. Grumbling is what drives the customer away—constant grumbling on your part.

If you are going to replace the poor article, do it with the grace of a prince. Be pleasant about it and the customer will think more of you and will give you his business in the future.



#### Our Special Cover.

Favorable comment has been made in many quarters on the artistic excellence of the cover on last month's Special Number. For much of the beauty of the result The Bookseller & Stationer is indebted to Ryrie Bros., Toronto, who kindly loaned the silver salver which occupies the centre of the cover, for reproduction purposes. The fact that a real plate was used in making the design undoubtedly added to the realism of the effect.



# How the School Book Business Worked Out in Ontario

**Reports from All Parts Indicate Difficulty in Securing Supplies of Readers — The Trade Sold Books Generally at Regular Retail Price — Very Little Direct Ordering by Customers.**

Bookseller and Stationer has set on foot an enquiry as to the way in which the school book business was conducted throughout Ontario during the past month. Reports were received from many quarters. Practically without exception the trade reported having experienced great difficulty in getting the readers from the publishers. In some places the delays were most vexatious.

So far as our reports go, there was absolutely no price-cutting and there was a surprising absence of direct orders to the publishers. Of course the trade in any town may not be aware just to what extent the public do buy direct, and any statement that there was little or no direct ordering must be taken with a reservation.

## **Experience in Ontario Towns.**

Port Hope, October 2.—After repeated delays the trade here succeeded in getting a supply of the new readers, which were sold at the prices stamped on the covers with the exception of those marked 4, 9 and 14 cents, where one cent was added to the price, making them 5, 10 and 15 cents. No objection was raised to this by purchasers. Very few people sent direct to the publishers for the books.

Galt, October 1.—Some trouble was experienced at this point in getting readers, but the trade had actually more trouble getting other new school books. The regular retail price was secured without any trouble and so far as your correspondent knows, there wasn't a case where orders were sent direct to the publishers.

Guelph, October 2.—This is October 2, and some books ordered on August 29 have not been supplied yet. The retail price was received in all cases for all school books. A great many orders were sent direct to the publishers from this section. The trade experienced almost as much trouble getting new books from the regular publishers as from Eaton's.

Barrie, October 1.—Books that were ordered early in August came to hand in time for school opening, but there has been difficulty experienced in getting repeat orders filled, especially in the case of the Fourth Reader. The regular retail price was received here for each copy and very few orders were sent direct to the publishers.

## **Still Waiting for Books.**

Sunderland, October 1.—Your correspondent had great difficulty in getting supplies of the new readers and even now is waiting for some books ordered two weeks ago. No difficulty in getting regular price. Very few orders were sent direct. The publishers prepaid express on shipments that were delayed.

Tillsonburg, October 1.—No difficulty was experienced here in securing supply of Ontario readers, but of course the dealers had to send cash with orders. The books were sold at the regular retail price. A good many orders were sent direct to the publishers from the country schools.

Bowmanville, October 1.—Difficulty was experienced here in getting supplies of readers and some orders were not filled until after the schools had opened. The books were sold at the retail price and so far as is known very few orders were sent direct to the publishers.

## **All Smooth at Gananoque.**

Gananoque, October 1.—The school book business here went off smoothly. Supplies were secured all right before

school opening, the retail price was got and very few direct orders were sent to the publishers. A leading bookseller says "Any difficulty that I experienced in getting my supply was in not anticipating or estimating my wants sufficiently in the start. My first order to the publishers came along all right with promptness about time of school opening, but we have had great difficulty in getting subsequent supplies. This does not, however, apply to readers only, but to high school books as well.

"We have had no difficulty in getting the retail price. No one said anything about cutting, and I have not heard of anyone sending direct to the publishers for them. I must be fair to the publishers, and I must say that they have been very fair and generous in their work. I have observed that the dealers who ordered their supplies through the jobbers found it difficult to get their readers. I presume that the publishers saw fit to supply their own orders first."

## **Can't Get Order Filled.**

In the course of letter from J. B. Hall, of Nairn Centre, that gentleman says, "The most unsatisfactory part of the business is that I cannot get the books at any price. I have had an order with W. J. Gage, of Toronto, for a month and cannot get it filled. Had a letter from W. J. Gage yesterday saying that it would be two or three weeks yet before I could expect them. Of course, I have concluded long ago to carry the books in stock, even at a loss, but I can't get them; it is very unsatisfactory. Part of the children in the school are using the old books and part the new,—a very bad state of affairs. . . . It could not be worse."

## **A Great Deal of Trouble.**

Orono, October 6.—We have had a great deal of trouble here in getting our supply of Ontario readers. Many of our customers even went to dealers in neighboring towns without getting the books. We have never heard cut-prices mentioned, nor do we believe that many orders went direct to the publishers.

Gore Bay, October 5.—This has been the most unsatisfactory attempt at doing business in the book line that I know of. It looks from here like a hold-up. We had the greatest difficulty in getting our supply of readers. A great many orders were sent to the publishers including other goods as well.

Essex, October 4.—Your correspondent has been simply worried to death over the books. I sent the money in advance and then could not get them. The teachers as usual thought it was my fault. I have had no trouble in getting the price from customers as they were only too glad to get the books.

Bobaygeon, October 4.—We had trouble here in getting our orders filled. Books were sold at the retail price. None were ordered direct so far as is known.

## **Unsatisfactory at Beaverton.**

Beaverton, October 7.—The school book business is about as unsatisfactory as it is possible for it to be. It is utterly impossible to procure sufficient books for the scholars up to the present time. Dozens of scholars have been in school since September 1 and have practically no books yet. We do no price-cutting and undoubtedly most of the orders go direct to the publishers.



Paris, October 4.—Your correspondent had difficulty in getting readers, particularly the Thirds, but not as much as anticipated. We got the full retail price in every instance and only know of one order being sent from here direct to the publishers. Many people here give Eaton the credit for the cheap books, which is injurious to the retail trade.

Fenelon Falls, October 2.—We have had nothing but trouble here in securing readers. The books were sold at the retail price without difficulty. Few orders were sent direct.

#### A Humbug.

Ripley, October 4.—Your correspondent ordered sixteen dozen readers from a regular wholesale house and these came to hand all right, but since then they have been a humbug to us and to our customers as well. For over a month we could not obtain the Fourth Book and since our first order, we have not been able to obtain Primers or Second Readers. We sell at the retail prices always and have not yet had any request for reductions. A great many people in this district are Eaton customers and doubtless they included the readers in their orders.

Petrolia, October 4.—All readers required for school opening were secured here except No. 2. The supply of Nos. 3 and 4 was exhausted the first day. There was considerable delay in securing a fresh supply of No. 4, while no copies of No. 3 have been received since ordered. The marked price was received for the books in every case and no complaints were made. If any orders were sent in direct, your correspondent didn't hear of it.

#### Immeasurable Difficulty Here.

Cornwall, October 1.—Your correspondent had immeasurable difficulty in securing supplies of Ontario readers. In fact, up to the present date we have received only six copies of the Third Reader, while our schools are howling for them from day to day. After deliberation we decided to get the marked prices for the readers, as the loss would be very great through the transportation charges on the frequent instalments we are forced to accept in the filling of our order. We are unable to state to what extent readers were ordered direct from the publishers but we know that they were ordered fairly largely.

Pembroke, October 4.—Much difficulty has been experienced here in getting supplies of readers. The regular retail price was secured in all sales. No orders were sent direct, so far as is known.

Bolton, October 2.—Much difficulty experienced in this quarter in securing supplies. The books were sold at the marked price. A few orders were sent direct to the publishers.

Elmira, October 2.—We had difficulty in getting our supplies, but had no trouble in selling the books at the retail price. No orders that we know of went direct from here.

#### Incomplete Shipments.

Huntsville, October 4.—The school book business here has been very unsatisfactory. Orders for readers were never filled complete and the average time to fill an order was one month after cheque was sent to the publisher. The books were delivered in instalments. We sold them at the retail price and did not find that many orders were sent direct to the publishers.

Brigden, October 4.—Your correspondent ordered readers through a Toronto jobber seven or eight weeks ago and has never received a copy yet. Every merchant here is in the same box, even those who ordered direct. Most orders from this quarter went direct to the publishers. The situation has been very unsatisfactory. In fact we can't get any readers at all.

#### Hot Stuff From Havelock.

Havelock, October 4.—In attempting to describe the school book situation this season, your correspondent finds himself in the position of the man who did not swear when his load of pumpkins rolled down hill—because "he could not find words to express himself." If the men who are responsible for the timely publication of a sufficient number of text books had to stand behind a retail counter and submit for over one month to a constant bombardment of: Have the spellers come yet? Are the Third Readers in? Are the Chemistries here? Well when will they be, etc.? Ad infinitum: I fancy they would in future take the necessary steps to have the books ready in time. However, the retailers could stand it for they are accustomed to abuse, but it is seriously affecting the school children and hampering them and the teachers in their work, and it is altogether an unpardonable piece of bungling on somebody's part.

With reference to the Ontario readers—no better plan, than this interminable delay, could have been devised by the publishers to secure the retailing of a large percentage of these books for themselves. I estimate this percentage at at least 20 per cent. in this vicinity. We have not been affected by local price-cutting. How any intelligent dealer can cut the price of a book on which his profit is 20 per cent. when it costs him 20 per cent. to sell the book, is beyond comprehension. The Ontario Copy Books marked 2 cents and costing almost the same we get 3 cents for, with a good deal of unpleasantness with some customers. From the retailer's standpoint, the whole situation is damnable.

Paisley, Oct. 4.—Great difficulty at this point in getting readers. We have not had a Third Reader since the middle of the month. Some customers asked us to cut, but we did not. Quite a number of orders were sent direct and we were told that if we sent ourselves for small quantities we could have got them. All the profits were eaten up by the expenses.

Collingwood, Oct. 4.—There has been no difficulty in securing Readers here, and we have had trouble in getting retail prices for them, though we have no doubt that orders are filled direct at the cut prices.

Elora, Oct. 4.—Not much difficulty in getting books here, though they were delayed by late publication. There was no price-cutting and no direct ordering.

Grand Valley, Oct. 4.—During September the fourth class here had only one reader for the whole room, delaying progress of teacher and class alike. We got the full marked price for the books and never heard of any direct orders. Several of our customers came in and asked for the "Eaton Readers," a great ad. for them.

#### Completely Demoralized.

Chesley, Oct. 4.—Orders have been followed by acknowledging letters, several days after; saying books would be shipped in a few days. The few days were often weeks, and some are not to hand yet. Some came in small lots, one-third or less than that ordered, and the express charges more than took away all the profit. We have had to return several lots, on finding the pupils were supplied by getting the books direct. The school book trade has been completely demoralized, and difficulty in getting readers has resolved itself into a farce. Any business man can see that delays in supplying books to the retailer at 20 per cent. off results in swelling the sales at full price from the Toronto house that got the contract.

Penetanguishene, Oct. 7.—Your correspondent has had all sorts of trouble securing Ontario readers. I have had two orders in for a month or more and just received some Third Readers on the 4th inst., which completes the round



of books, but not all in yet. I have been receiving them on the instalment plan. The pupils and teachers are all handicapped in their work, and the bookseller receives the abuse. As far as I know, the retail price has been kept, and about customers sending direct to publishers, I have not heard of any.

#### **Eaton Holds the Money.**

Mount Forest, Oct. 4.—We have had money deposited with the T. Eaton Co. since the 24th of July, and at no time have our orders been fully filled. At the present time we have a back order for Third Readers not filled, which were paid for Sept. 13th, and which we will not get till the 11th of the month, if then, as we have had two notices, at different times, from the publishers that shipments could not be made for ten days, the last of which was dated September 29.

We have held the readers at the usual published retail price. I cannot say whether many orders were sent direct to Eaton's for the books or not, but we heard that Fourth Readers were supplied by Eaton's at a time when our orders for these books were not filled, but many rumors of this kind are going about which are hard to verify.

Winchester, Oct. 8.—We have been having difficulty in getting a supply of Ontario Readers, and are always short of one or two lines. Customers in general say they would sooner pay a little higher price if sure of getting the book the first time they ask for it. We have no trouble in getting the retail price and no complaints about cutting prices. Only a very few customers report sending direct to the publishers. Indications are that this will be more common as mail orders are on the increase.

London, Oct. 8.—The trade here have never had so much trouble as this year. Sometimes we were without readers for three weeks, and we have not had a speller for a month. Some of the High School books are not ready yet and we cannot get any information as to when they will be ready. Everything seems to be wrong in the schools and in school book lines.

#### **Sold at Discount in Belleville.**

Belleville, Oct. 11.—Your correspondent found great difficulty in securing readers fast enough to supply the demand. I presume like all others I had to send cash and wait for an uncertain time for the books, to the great annoyance of teachers, pupils and myself. I sold readers at Eaton's price, viz. 20 p.c. off marked prices, getting no profit. I do not know of any person sending to the publishers. There was no object in doing so as I sold at the same price and saved them all trouble.

Hanover, Oct. 8.—We had considerable difficulty here in getting supplies of readers. Of course we had no idea of the quantity required and our order was too small at first. Then the High School Books are so late in being published it makes it a perfect nuisance. We were able to get retail price, but that was far from paying us as express charges more than took the margin of profit. Books come express because quicker.

We do not know of any orders going direct to publishers, but there may have been. We issue express orders and found a good many orders going to the T. Eaton Co. about that time, but could not say that readers were included or that they were not. Altogether the book trade is of no advantage to the ordinary country bookseller, as he can't afford to sell on a 20 p.c. margin (and a 50 p.c. express rate).

#### **Newspaper Support.**

Commenting on the correspondence between R. J. Edgar, of Owen Sound, and the Department of Education, the Hamilton Times says editorially:

"The sudden changes of books without notice, which have resulted in a grievous hardship to the parents, have inflicted a very real wrong upon the booksellers, which might have been avoided by the exercise of a little care on the part of the Department. If it was not intended to exchange with dealers the books in stock, the Government could well have afforded to give, at least, a year's notice to the trade to save it a heavy loss. The Department attempts to save itself from censure by stating that school boards were notified in July that by passing a resolution to that effect the old text books might be retained for another year. Strange to say, no such notice was received by the Owen Sound School Board; other towns and cities, of which enquiry has been made, report similarly; a state of affairs which amply justify Mr. Edgar in asking the Department if a single school board in the Province were really notified even so short a time ago as July. A resolution would be useless now because the limit of time allowed by the Department expired with the first of September. Surely, under such circumstances, the Department's statement that it is not responsible for the dealings between bookseller and publisher, is, to say the least, hardly in accordance with its duty to treat the public justly."

#### **WANT PRIMER CHANGED.**

Berlin, Oct. 9.—An indication of what teachers think of the new Ontario primers is afforded in the following resolution unanimously passed by the Waterloo County Teachers' Association, in convention in Berlin yesterday: To the Honorable Dr. Pyne, Minister of Education, Toronto:

We, the teachers of the Waterloo county, in convention assembled, wish to call your attention to the new Primer as being unsuitable for practical work for the following reasons:—

It is not systematic.

It does not recognize phonics, which is the natural way for children to learn to read.

It does not teach the pupils to help themselves, having to depend entirely on the teacher.

It makes it hard for the teachers to teach and hard for the pupils to learn.

We would respectfully suggest that you again authorize Morang's Phonic Primer, which all teachers having primary classes have proved ideal, being simple and methodical and containing none of the aforesaid objections.

The new Primer is not even as good as the Canada Publishing Co. Primer, which was set aside by the large majority of the teachers in the province for Morang's.

We should like to see Morang's authorized again, or one similar in arrangement and giving prominence to phonics.

The resolution will be sent to all associations in the province.

#### **CANADIAN BRANCH OPENED.**

Lonsdale & Bartholomew, Limited, Bradford and Accrington, England, recently opened up a Canadian branch, office and factory at 300 St. James street, Montreal. This firm is one of the largest and oldest publishers of private greeting and Christmas cards and permanent carbon pictures. Travelers who have covered the Dominion found everything to their satisfaction, having opened up quite a few nice accounts.

# How Ontario Got Her So-Called Cheap Readers

An Informing Article Giving the Exact Situation of Affairs—This should be Carefully Noted by the Trade in other Provinces—The Way Manitoba was Prevented from Making a Similar Blunder.

Many people throughout Canada are asking "How is it that Ontario is getting such cheap school readers?"

Let us answer this question by beginning at the point where the Ontario government awarded the contract for readers to a large departmental store in May of this year, at the following prices:

|                     | Retail. | Net.    |
|---------------------|---------|---------|
| Primer .....        | 4c      | 3 1-5c  |
| First Reader .....  | 6c      | 4 4-5c  |
| Second Reader ..... | 9c      | 7 1-5c  |
| Third Reader .....  | 14c     | 11 1-5c |
| Fourth Reader ..... | 16c     | 12 4-5c |
|                     | 49c     | 39 1-5c |

While nominally a set of these readers would retail at 49c, yet they are actually sold throughout Ontario to-day by the contractors at the net price to any person, whether they purchase one or a thousand copies. In this way the trade profit is entirely eliminated, as it becomes unprofitable for dealers to carry the books in stock since any person can buy one copy at the same price as the dealer can buy them in large quantities. The departmental store does this because of the advertising it secure in bringing the large majority of purchasers of school books in direct touch with their establishment.

A careful examination into the question of the cost of producing the series of readers now used in Ontario reveals the fact that such a set of readers, produced in an up-to-date printing and binding establishment will cost about fifty cents per set.

This cost of fifty cents per set which has been carefully gone into, provides for the cost of labor and material only and makes no allowance for the expense of doing business or for a profit to the manufacturer, nor would it include the large initial cost for typesetting, illustrations, plates, etc., which, in the Ontario contract, was paid for by the Ontario government.

The difference between the actual cost of production and the price of 39 1-5 cents per set, will be charged up to "Advertising Expense" and is money well expended.

## What the Government Paid.

In the present instance, the Ontario Government had a committee of experts at work for about two years preparing this series of readers: the government bore the expense of typesetting; of having the illustrations prepared and the plates made; involving a cost which might reasonably be placed at from twenty to twenty-five thousand dollars. These plates the Ontario government handed over to a departmental store for the purpose of publishing the readers; thus effecting a very large saving to the contractors as it did away entirely with the initial cost ordinarily borne by publishers.

The following will serve as a concrete example, showing that the sale of Ontario readers at the present prices is simply an advertising scheme and not a business transaction in any other sense:

The Ontario Primer is sold for 3 1-5 cents net. The departmental store will mail a single copy of this book, postage paid, to any point in Ontario on receipt of 4 cents—the postage on the Primer wrapped for mailing being 5 cents.

Under the most favorable conditions, and with the most modern equipment, the Primer would cost a publisher 6½ cents to make, for material and labor alone. Presumably the departmental store cannot manufacture the book for less than 6½ cents, but, granting that they could make it for 6 cents, the transaction would stand as follows:

|                      |     |
|----------------------|-----|
| Cost of making ..... | 6c  |
| Postage .....        | 5c  |
| Total .....          | 11c |
| Retail price .....   | 4c  |
| Loss .....           | 7c  |

This deals with only one book of the series and on the supposition that a single copy is ordered by the person purchasing. The departmental stores receives 4 cents for a single copy because it is not possible to give the fraction but where a sufficient quantity of the books is purchased to make the even money, the purchaser may buy them at 3 1-5 cents. Therefore if 100 books were purchased, the loss would be a considerably greater percentage than in the example given above.

No publisher or manufacturing concern, as a commercial undertaking, can compete with this. While we have shown that there is a very large loss in supplying these books at 39 1-5 cents per set, yet it is probably one of the most advantageous contracts to themselves that a departmental store ever made. So great is the advertising benefit that they could well afford to supply the books for nothing. It is estimated that their direct loss would amount to between ten and fifteen thousand dollars a year in supplying these books at the rates they have contracted for, but, on the other hand, they could not, by the expenditure of a much greater amount of money through other known channels secure such admirable advertising. Every book bears the departmental store's trade mark; every child in the public schools of Ontario thus becomes familiar with the name and the trade mark of the departmental store, and while advertising is not permitted within the pages of the book, every parcel can and does carry advertising of the varied lines of goods handled by this establishment.

As before mentioned, this contract has the effect of taking the sale of school books out of the hands of the booksellers and the general stores of Ontario and has brought the large departmental store in daily contact with every home from which children are attending school. It is affecting not only the booksellers, who are a comparatively small portion of the business community, but the grocer, the drygoods man, the hardware man, the druggist—in fact the majority of those engaged in business of any kind, whether wholesale or retail.

That such is the case and that the business men of Ontario are already beginning to feel the loss of trade ensuing from the action of the government, is demonstrated from the fact that the Retail Merchants' Association of that province is now moving actively in the matter, although deliveries of the new series of readers have only been made during the past month. They are hopeful that the government of Ontario will take steps to provide that the departmental store imprint and trade mark shall not appear on the readers and that the trade



mark and imprint shall be replaced on the cover and title page by the imprint of the Department of Education, and they desire that the government should provide for the distribution of the readers through another channel than directly from the departmental store itself. This could be accomplished by the establishing of depots for the purpose in convenient centres; or else the government could purchase the books outright and distribute them free.

It is interesting in this connection to note that in Manitoba, the government of that province has within the past month awarded the contract for a series of readers to a regular publishing firm, and not at departmental store prices; although they could, no doubt, have secured, had they so desired, a contract with a departmental store on as favorable terms or better than did the Province of Ontario. Previous to the time of awarding in Manitoba of the contract, the Boards of Trade and Retail Merchants' Association throughout Manitoba held meetings and passed resolutions urging the government not to place the contract with any departmental store, pointing out their unfair methods of competition, and the injury to business generally which would result should Manitoba follow Ontario's example.

There is a certainty that cheap school books could be procured by the government of any province, if the opportunity be given to large departmental stores and others to use the text books and schools as an advertising medium. Possibly "Pink Pill Copy Books" could be had for nothing in just as good form as they can be issued by any publishing house, and doubtless the Lipton Tea Company, if permitted to place their imprint upon the cover and title page, would supply any province with "Lipton Tea Arithmetics" free.

There would seem to be no reasonable doubt that the Ontario government did not foresee the wide reaching consequences that have followed, and will yet follow the placing of this reader contract with a departmental store. This is not at all to be wondered at as there was no precedent to guide them, and it is the fairest assumption that the people who demand cheap text books as they have them in Ontario, in the majority of cases do so because of their absolute ignorance of the real conditions obtaining there, and of the consequences which will follow the granting of a monopoly of this kind to a large departmental store to the detriment of all other business men in the community.

That the successful contractors for readers in Ontario have attained their object would seem to be fairly well demonstrated by the fact that we do not hear of their publishing or offering to publish other school books at cut rate prices. The close touch with the people and their homes is sufficiently well obtained through circulating a series of readers bearing their trade mark, without their establishment incurring any further losses through supplying cheap books for the whole of the school course.

It may be said then with accuracy, from the facts just presented, that Ontario is getting cheap readers because the government of that province was short-sighted enough to hand over the publication of readers to a departmental store who have the sole right to publish them for a period of **ten years**, and who value the franchise thus granted solely as an advertising medium of great value, securing at comparatively little cost immense returns both directly and indirectly.

It is also apparent to the most unobservant that any other province can secure readers at as low or lower prices such as prevail in Ontario, and all that is necessary to accomplish this is to grant a monopoly to a departmental

store or other firm, the nature of whose business requires that their advertising matter should directly reach the homes of a large number of people, but this can only be accomplished by sacrificing the interests of an important portion of the people who are engaged in various lines of business, and who contribute largely by means of taxation and otherwise to the welfare of the districts where they carry on their individual establishments.

## BUSINESS GOOD IN FORT WILLIAM—The City Growing Fast—Big Sale of Books in September — Tourist Trade Has Fallen Off Slightly.

Fort William, October 5.—The bookselling and stationery trade in Fort William during the past month has been excellent. All stationers are very optimistic over the coming fall trade. Prospects were never brighter in this town for a "big business fall." The excellent grain crops have stimulated every one and things are going to "hum." The fact that within the last six weeks three different banks have located here, shows that everyone has great faith in this city. A number of elevators are being built and a number of manufacturers are locating here, and this is inspiring all local merchants to order large stocks of everything for fall and Christmas seasons.

A great number of books have been sold this month, by far the largest amount of any month so far this year. Up-to-date and late copyrights are the best sellers; in fact, very few cheap books are being sold at all.

The Presbyterian Church Sunday School have bought a fine library of books from Stewart and Thompson. This firm has found it necessary to enlarge their store to make room for their big new stock of Christmas goods and their increasing business.

The souvenir trade lately has not been at all good; the usual tourist trade having been stopped, because the C.P.R. do not now give their passengers a chance to stop here for a short time. The post card trade is still good. A great many have been sold this year, the big majority being local views.

Local booksellers are very dissatisfied over the way school books have been handled by the publishers this year. They could never get books here promptly at all, books ordered over a month ago not being here yet. Some books just arrived to-day and there are many more to come. As a result school work in some departments is behind. This condition ought to be carefully guarded against hereafter.

J. Edgar Rutledge reports an ever increasing sale of magazines. He has found it necessary to again increase his orders.

L. A. Gemmel, the Musson Book Co.'s traveler, was in town last week. He received a number of large orders and proceeded east with a happy smile.

## CONGRATULATIONS FROM B.C.

Ladner, B.C., October 1, 1909.

Editor Bookseller and Stationer,—Hearty congratulations on the Silver Jubilee of The Bookseller & Stationer and sincere thanks for the interesting jubilee number. The book that lies longest on my desk is The Bookseller & Stationer and it gives place only to the next succeeding issue.

S. W. FISHER.

# Canadian Trade Association to Meet Thanksgiving Day

Executive Calls Annual Meeting for Monday and Tuesday, October 25 and 26—Attractive Programme being Arranged—Social Features to Have a Prominent Place—General Invitation to the Entire Canadian Trade.

Toronto, October 4.—The programme committee having in charge the arrangements for the annual meeting of the Canadian Book, Stationery and Publishing Trades Association met at noon to-day at the St. Charles Hotel and laid plans for the most important convention ever yet attempted. The committee as nominated by William Tyrrell, the chairman, appointed by the association executive and Albert Britnell, representative, included William Tyrrell sending the booksellers, Henry Button, representing the publishers and J. B. Hay and John Henry, representing the travelers.

The dates for the meeting selected by the executive were October 25 and 26, the former being Thanksgiving Day. In previous years the association, then a provincial body, held its meetings during Exhibition time in Toronto, but the attendance was so poor, owing principally to the fact that the school openings came at the same time that it was decided to try a new experiment this year and have the meeting in October, which comes midway between school opening and holiday business. Thanksgiving Day was selected as it gave intending delegates the advantage of single fare over the railroads.

The programme committee decided that the following should be the order of proceedings:

October 25, 2 p.m. First Business Session.

6.30 p.m. Annual Trade Dinner.

October 26, 10 a.m. Second Business Session.

2 p.m. Visits to Wholesales.

8 p.m. Theatre Party.

This arrangement admits of visitors reaching the city on Monday morning in ample time to be present at the afternoon meeting and gives them plenty of time on Tuesday to do necessary buying.

The social features this year, as noted, will be the trade dinner and the theatre party. To both these functions the out-of-town men are invited as guests of the trade in Toronto. At the dinner will be present a number of first-class speakers, who will be well worth hearing. The theatre party will take place at one of the best Toronto theatres and a block of seats will be reserved for the booksellers.

It is to be expected that the school book question will again be to the fore and delegates can count on having the subject well threshed out. Invitations have been sent to men who figure prominently in the question, including Hon. Dr. Pyne. Other questions of importance to the trade are on the programme.

Those qualified to attend the meeting are any persons whatever engaged in the business of making or selling books and stationery in the Dominion of Canada. A representative attendance is asked for. The success of the association depends on the support and interest of every one. The membership fee is only one dollar for retailers, a merely nominal sum, which should be willingly paid by all dealers to help on the work.

## VALENTINE DISPLAY IN TORONTO.

An elaborate display of Valentine, St. Patrick's Day and Easter goods was made during the week of October 4 at the King Edward Hotel, Toronto, by the Copp, Clark

Co. The heavy range of cards and novelties was well disposed around one of the big show-rooms on the seventh floor and during the week a great many local dealers visited the room.

To describe the various cards in detail would be impossible. Suffice it to say that the goods were of a high order of merit, and the quality was evenly maintained throughout the display. The bright red effects of the Valentine goods contrasted with the Easter purple and the St. Patrick green and made a wealth of color. Among the Valentine novelties were a series of Japanese cards and another series of Dutch cards, both of which were quaint and attractive. The hand-colored photogravure lines and the numerous parchment novelties were prominent in the showing, while the plaques and framed goods were deserving of special attention. Other novelties were sachet cards and adjustable ribbon bands for placing around books or parcels. There were also the comics, all of a refined character, however.

In the Easter goods were a variety of cards and hangers, many decorated with ribbons and crosses. There were also appropriate booklets and the ever-interesting chicken and egg designs. The St. Patrick cards took up less space but were none the less interesting and their sale is increasing from year to year.

## BILLY BELL THE BOXER.

Talking of Dr. Jekyll and Mr. Hyde, it looks very much as if the Canadian book trade had a somewhat similar phenomenon in their midst. For evidence, we invite our readers to peruse this letter, clipped from a leading Toronto newspaper.

Dear Sir,—Kindly allow me space in your paper to express what I think of Harry Rosenthal, the new fight promoter for Toronto. He says that he can get a boxer in Toronto that can beat me. He puts up \$500 for me to cover, any portion of it, which will be done very soon. I am open to defend my title against any man in Canada. The fight must be between 10 to 20 rounds, so that I can take my time and trim this great boxer to the Queen's taste.

Sincerely yours,

BILLY BELL.

It is with sincere regret that The Bookseller & Stationer has to make this very damaging disclosure.

## M. E. RODD & COMPANY BUY STORE.

Sackville, Sept. 23.—The firm of M. E. Rodd & Company is now the owner of the Sackville Book Store. Wallace R. Rodd, the former owner of the business, disposed of it to Rodd & Company this week and this firm is now in possession. Rodd & Company is an Amherst firm, which conducts a successful bookstore and stationery business in the Cumberland county town. It will continue to run both stores and will give careful attention to each.



## FALL BUSINESS BRISK IN MONTREAL —School and College Business Good—Fiction Selling Well—The New Books on the Booksellers' Tables.

The fall season in Montreal began quite briskly. The sale of school books was very large, while college business opened with a rush. With the falling off of this trade business gradually branched off into regular fall requirements.

The demand for fountain pens was excellent throughout the past month. Since the opening of the various colleges there has been a steady call for all grades with the preference for the better grade pen. This is a noticeable feature of the trade this season.

In picture post cards, the sale of this line continues steady. For quite a while during the summer months all kinds of cards were in favor and souvenir views traveled from the seaside and summer resort to the city and vice versa.

Since the arrival of the cold weather booksellers have noticed an astonishing demand for ordinary playing cards. They report sales bigger than ever.

The sale of fiction for the fall months opened briskly. New book arrivals have been large, as is usual during the fall season.

"The White Prophet," Hall Caine's new book, is very much in the public's favor at present. It is published by McLeod. "The Silver Horde," Rex Beach, Harper's; "The Danger Mark," Robt. W. Chambers, McLeod, and "Northern Lights," Sir Gilbert Parker, Copp, Clark, are three new books selling one as much as the other. In these books the public has some splendid reading before it for the cold frosty days of the coming winter.

L. M. Montgomery is the author of another excellent story, "Anne of Avonlea," by title. It is published by L. C. Page. Geo. Barr McCutcheon has written another good story the title of which is "Truxton King." Briggs, is the publisher.

Geo. R. Hassenplug, representing Aikin Lambert Company, New York, spent a few days in Montreal, on business during the early part of the month.

Miss Hanna, recently with E. M. Renouf Limited, is now with Chapman's Bookstore, where she is very pleased with her position.

## LORD NORTHCLEFFE AT VANCOUVER Intends to Establish Distributing Agency for His Periodicals—Talk of a Trade Organization in British Columbia—Circulating Libraries Popular.

Business has been brisk during the summer. Too much is sometimes expected of the tourist, especially when his pocket has been rendered somewhat lighter at Seattle. On the whole, however, local firms have done very well both in the ordinary staple trade and in souvenirs.

Lord Northcliffe's visit to the city was an event of interest to the trade. His lordship lectured to the Canadian Club and also had a private meeting with the retail booksellers. At the latter function the conditions of the trade in periodicals was discussed. The great newspaper man was impressed by the extent of the sale of American magazines in the city, and considers that as so many of his readers are emigrating to the Dominion every year, it is up to him to follow them with his various publications. British periodicals are, of course, greatly handicapped by the long delay in obtaining increased orders, while a postcard to Seattle does the business in the case of United States magazines. Lord Northcliffe suggested a cable code by which the order would reach London, while the Seattle mail lay in the box. It is possible, however, that a distributing agency for all the Harmsworth publications may sooner or later be established in the city, and in other principal cities of Canada, and thus a fair fight made with the American magazine, a fight to which the Baron will bring the zest for battle and the genius for organization that have earned him the title of the king of journalists.

Mr. Caple has been approaching the trade with regard to the formation of an association of retailers for mutual protection against a cut-throat policy of competition, and for the discussion of matters affecting the trade generally. It is to be hoped the project will be brought to a successful issue, as such an organization could not be other than beneficial.

S. W.

## IT IS VALUABLE

to have your salespeople enthusiastic over the goods they are to sell. Do they ever grow so over cheap stuff? Standard goods are always offered first, for they are everything they are represented to be and salespeople like to sell them. The "just as good" goods are never so satisfactory and do not pay you the same profits. Hurd's papers for quality, manufacture and artistic get-up make this line the standard and the one over which the salespeople enthuse and which the consumer wants.

Our Lawnette paper promises to be one of the best sellers we have ever brought out. It is distinctive and the shades are beautiful, five, including the Steel White. Let us send you samples.

**GEO. B. HURD & CO.**

**Fine Paper Makers**

**425 & 427 Broome Street, New York, U. S. A.**

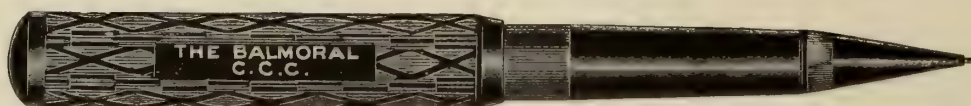


# What Manufacturers and Jobbers Offer This Month

Items about New Goods being Shown in the Trade—Crayograph  
Crayons and Germ-Proof Slates Popular in School Goods.

## New Stylo and Fountain Pens.

The Balmoral, No. 70, is the newest production in stylo pens. When closed for vest pocket use, it measures only three inches in length. The barrel gradually tapers from the base to pencil proportions at point and when



cap is attached for writing it is a very convenient length. Long for use—short for pocket. They are \$6 per dozen, to retail at \$1.00 each, and are packed in attractive boxes along with directions for use, glass filler and wire cleaner.

The Ionic Fountain Pen No. 66 has a twist barrel and cap manufactured from the best red vulcanite, and is fitted with a 14 carat gold nib. The twist barrel and



cap place these pens out of the ordinary run of fountain pens and they will prove favorites with the holiday trade—\$12 per dozen to retail at \$1.50 each.

Renown No. 1 Fountain Pen, with top and bottom feed, is an especially desirable offer. Cap and barrel are chased black and the pen carries a 14 carat gold nib; \$6.60 per dozen to retail at \$1.00 each. All packed in neat boxes with directions for use and glass filler.



(W. J. Gage & Co.)

## Banker's Safety Pen.

W. J. Gage & Co. are putting on the market a new non-leakable fountain pen called "The Banker's Safety." This is a splendid article for the price and can be retailed at \$2 with a handsome profit. The pen can be carried in the lower vest pocket, or for ladies' use is just the proper length. It is an absolutely non-leakable pen with nothing about it to get out of order. W. J. Gage & Co. carry it in stock in all the different styles of nibs, including the oblique stub, and carry also a stock of the different parts required for repairs.

## Kildare Linen.

Buntin, Gillies & Co., Hamilton, are calling attention to Kildare Linen, a new white linen finish notepaper, light, dainty and very low in price. It is made in the fashionable colonial size with envelopes to match in both wallet

and pointed flaps. Kildare Linen is also supplied in tablets.

## A New Water Well Paste Jar.

An addition to the line of Ideal Water Well paste jars is announced by the Carter's Ink Company. This line has always been an attractive one and a steady seller, and this last addition includes the points that have made



New Paste Pot  
(Carter's Ink Co.)

the line successful. The well-known shape of the package, the side-well and attractive appearance is maintained, but in this latest jar the well for brush and water is a part of the side of the jar itself. It is a perfect refill package and as such has already made a distinct hit. The wide sweep for the brush and the ease with which all of the paste can be gathered on the brush are important elements in the success of this package. The jar is filled

with Carter's Photolibrary Paste, which is a leader among adhesives of this sort. It is a quick-drying, absolutely sure sticker—something claimed by many, but attained by few. Put up in the new jar pictured above it is a sure seller.

## Perfection in Crayons.

The use of crayons in schools is steadily on the increase and wherever kindergartens are established, there the demand is heavy. Booksellers and stationers who carry school supplies would do well to investigate con-



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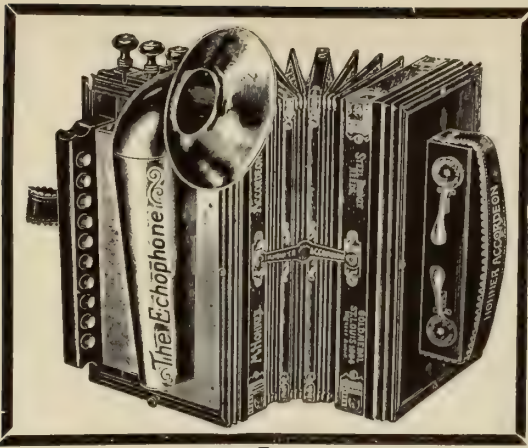
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LIMITED

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ditions in local schools and find out just what the consumption of crayons is. A timely word to members of the school board might lead to an increase in their use. Then, too, there is the question of quality. Users of crayons are always open to consider something better and, where the new Crayograph crayons are unknown, a little missionary work would be useful. These crayons are the latest product of the American Crayon Co. and are of the highest degree of excellence they ever manufactured.

### Germ-Proof School Slates.

That germ-proof school slates have made a hit, is no longer to be doubted, if the reports from the Canadian jobbers are to be taken as a barometer. Several of the leading houses report a large increase in the demand for these goods ever since they were placed on the market, and the Canadian representative of the National School Slate Co., makes the statement that his firm has shipped more slates into Canada this year than in any year since 1890. We understand that a similar increased demand had made itself felt across the border, and we also feel gratified to hear that the National people consider The Bookseller and Stationer one of the best advertising mediums.

### A Greeting Folder.

The L. E. Waterman Co. have their eyes open at all times to help the retail dealer. Their latest production in the way of advertising literature is a neat little folder 3x5½ inches in size. On the outside appears a cut of an Ideal pen with a hand-lettered design bearing the word "Greeting," and beneath it two flowers and a motto from Dickens. At the bottom space is left for the dealer's name. Inside in compact form is a scale of prices for all the pens, and of these eight are illustrated. The

back page has something to say about the effectiveness of a Waterman pen for a Christmas gift.

### HIS JUBILEE, TOO.

Toronto, October 7, 1909.

Bookseller and Stationer,—Herewith find our renewal subscription for Bookseller and Stationer. Thanks for the Jubilee Number, which I received, and which I shall find useful. It is interesting to me from the fact that the same year last month was my 25th year in Canada as a bookseller in Toronto.

JAS. M. ROBERTSON,  
Upper Canada Tract Society.

### PERSONAL ITEMS.

W. C. Bell, of the Musson Book Co., has been holding his autumn court at Windsor Castle, Montreal.

C. J. Musson, of the Musson Book Co., sailed on Oct. 2, for his usual fall visit to the London publishing houses.

W. B. Hart, Perth, was in Toronto recently on a buying trip.

P. D. Willits, of Kelowna, B.C., has been east on a vacation trip.

James B. Gillies, of Buntin, Gillies & Co., Hamilton, was a recent caller at the London office of The Bookseller and Stationer.

Brown & Stainton, manufacturing stationers, Toronto, have moved to a new warehouse at No. 77 Bay Street, where they will have increased facilities for handling business.

C. Gundy, who was salesman for R. A. J. Little, St. Thomas, has gone west and taken a position with Norman Caple, of Vancouver. E. A. Schweitzer is his successor in Mr. Little's store.



# Condensed or "Want" Advertisements

## BUSINESS FOR SALE

**BOOK AND STATIONERY BUSINESS**, established 20 years, location in thriving city of 8,000; splendid field and well developed neighborhood, western Minnesota; must be sold because of ill health; will sacrifice heavy discount on actual value; a competence for the right man and less than \$2,000 will swing it. H. A. Wheelock, Fergus Falls, Minnesota.

**FOR SALE**—A first-class business carrying fancy and staple china, stationery, books, fancy goods, toys, etc., etc. Stock about \$10,000. Or would consider a good reliable partner. Located at the head of the lakes. Apply Box 219, BOOKSELLER AND STATIONER, 10 Front St. East, Toronto.

## PERIODICALS.

**KEEP POSTED**—The leading authority in Canada on groceries and food products is **THE CANADIAN GROCER**. Important trade conditions generally discussed every week. Price \$2 per year.

**THE** market reports make **HARDWARE AND METAL** a necessity to every hardware merchant, paint and oil dealer in Canada. It is mailed every Friday. Subscription price \$2 per year. Address **HARDWARE AND METAL**, Montreal, Toronto or Winnipeg.

## BOOKS FOR SALE.

*How to dispose of shop-worn or unsaleable books is the problem of many a bookseller. Try an advertisement under this heading.*

**AUTHORS, WHO PUBLISH THEIR OWN** books, will find the **BOOKSELLER AND STATIONER** a good medium through which to interest the trade in their publications.

## MAPS, GLOBES AND ATLASES.

**C. S. HAMMOND & CO.**, 142 Fulton St., New York, Atlases, School Maps, Road Maps, Globes. (11-09)

## BOOK PLATES (EX LIBRIS)

**ROBERT SNEIDER CO.**, 143-145 FULTON ST., New York. Designers and engravers of book plates (ex-libris) heraldic and monogram dies, pearl inlay stamping, for stationery. (12-09)

## DIARIES

**B. W. HUEBSCH**, 225 FIFTH AVE., N.Y., annual and perpetual year books; a popular diary. (12-09)

## BOOKS IN FOREIGN LANGUAGES

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**LEMCKE & BUECHNER**, 11 East 17th St., New York. Best facilities for supplying books in all languages.

## MISCELLANEOUS

**THE PERRY PICTURES**—EXTENSIVELY advertised. Millions sold. Very popular. Every one should have them. Send 4 cents in stamps for illustrated catalogue and prices to the trade. The Perry Pictures Co., Box 440, Malden, Mass. (2-10)

**ELLIOTT-FISHER** Standard Writing-Adding Machines make toil easier. Elliott-Fisher Limited, 513 No. 83 Craig St. W., Montreal, and 129 Bay St., Toronto.

**KEEP AN ACCURATE ACCOUNT** of your employees' time. The **BUNDY AUTOGRAPH TIME RECORDER** is the ideal Time Recorder for retail merchants. It is the only machine where one employee cannot register for another, as each employee signs his name and the employer knows the signatures of his men. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for illustrated catalog. **INTERNATIONAL TIME RECORDING CO. OF CANADA**, Limited. Office and factory 13 Alice Street, Toronto. (tf)

## AGENTS WANTED.

*This is the problem of many English and American manufacturers and publishers. Why not use an Ad. under this heading?*

**A FIRM** of Bavarian pencil manufacturers are desirous of securing agents in Canada. Address Box 209, BOOKSELLER AND STATIONER, Toronto. (tf)

**MEN** selling on commission, or men whose time is not fully employed, should become our agents. The Canadian Grocer, Dry Goods Review, Hardware and Metal, Printer and Publisher, Bookseller and Stationer, Plumber and Steamfitter, Canadian Machinery and Power House are all well known and highly regarded trade papers with a large circulation throughout Canada, United States and Great Britain. The circulation must be maintained and increased. We pay large commissions to men who push for new subscribers. If you can do anything in this way write the Circulation Department, giving references. The MacLean Publishing Co., Toronto.

**WANTED**—in every town and village, a representative to take charge of the circulation of our various publications:—Hardware and Metal, Canadian Grocer, Financial Post, Plumber and Steamfitter, Dry Goods Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery, and Busy Man's Magazine. Good financial standing and business connection a strong recommendation. Just the position for a retired business man for his spare time. **THE MACLEAN PUBLISHING COMPANY Limited**. Toronto. (t.f.)

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**SILENT SALESMEN** as represented by your show cases and fittings work all the time, show all the goods, and make sales unaided. Efficient display half sells any article, and our illustrated catalogue has points of interest in this direction for every merchant. Write for it to-day. Dominion Office and Store Fittings Co., Ltd., Department E, London, Ont.

**WHY IMPORT** Loose-Leaf Binders and Metal Parts when you can buy "Systems Quality" from us? We make the best binders in the world; make them to match, too. Ours are the Canadian Loose-Leaf Standards. Business Systems Limited, Manufacturing Stationers, Toronto. (tf)

**WHEN BUYING BOOKCASES** insist on having the best in the market—Macey Sectional Bookcases. Carried in stock by all up-to-date furniture dealers. Illustrated booklet sent free on request. Canada Furniture Manufacturers, Ltd.; General offices, Woodstock, Ont.

**IF YOU** are in the market for a Safe or Vault Door, let us send you our illustrated catalogue "S." Our Safes are made to suit all requirements, from the smallest household safe to the largest bankers' safe made. The material and workmanship used in the construction of our safes are the best obtainable. They are made to stand any fire through which they may be called upon to pass. Write to-day for book showing safes which have passed through Canada's most severe fires. Address all inquiries to Dept. "S." The Goldie & McCulloch Co., Ltd., Galt, Ont.

**725,000** LIVE MERCHANTS use Nation 1 Cash Registers. We couldn't sell them unless they saved people money. The National will guard your money too. Write us for proof. National Cash Register Co., 285 Yonge St., Toronto.

## BUSINESS WANTED

**TWO SALESMEN** want a line for Eastern Ontario, Quebec and Maritime Provinces. Good connections. Speak French fluently. Salary or commission. Box 415, BOOKSELLER AND STATIONER, Toronto.

**STATIONER**—Young man, 35 years of age, Scotsman, 22 years sound experience in all branches; also well versed in architects' and engineers' supplies, desires change about 1st November as manager or buyer. Capable, energetic, married and a total abstainer. References. West preferred. A.D., BOOKSELLER AND STATIONER, Toronto.

## INFORMATION WANTED.

**THE EDITOR OF THE BOOKSELLER AND STATIONER** desires to be kept posted on the publication of all new books and magazines in the Dominion of Canada. Readers will confer a favor by acquainting him of any omissions from the lists published each month.

## MISCELLANEOUS

**CASH AND PACKAGE CARRIERS**—20 years' experience inventing and building modern store service appliances. Our guarantee—We will install a system of our Carriers in your store; you use them ten days, and if you do not find that they give you better and quicker service than any other Wire Carriers, Pneumatic Tubes, Cable Carriers or Cash Registers, we will remove them at our expense. Write for catalogue and testimonials from reliable houses using our Carriers. The Gipe Carrier Co., 99 Ontario St., Toronto, Canada. (tf)

**JUST NOW** we are holding a special sale of second-hand typewriters. All makes are represented: Underwood, Remingtons, Oliviers, Empires, Smith Premiers, etc. They have been carefully rebuilt and are in good workable, wearable condition. The Monarch Typewriter Co., Ltd., 98 King St. West, Toronto, Ont. (tf)

**PEERLESS CARBON PAPERS AND TYPEWRITER RIBBONS** are unequalled in writing, manifold and wearing qualities. Our "Klear Kopy" Carbon was awarded a contract over 43 competing lines by one of the world's largest governments. All up-to-date dealers in stationery, typewriters and office supplies handle our goods. Ask them or write us direct for prices and samples. Peerless Carbon and Ribbon Manufacturing Co., Toronto, Canada. (tf)

**SAVE 50% OF THE COST OF HANDLING** merchandise by installing a Beath System of Overhead Carriers. Saves valuable floor space because the trackage is on the ceiling, and greatly facilitates the loading of cars, drays, etc., and/or handling goods in and about the warehouse and factory reduces the cost of labor because far less warehouse help is required. Systems for all kinds of businesses, large or small. Write us for illustrated catalog. W. D. Beath & Son, 193 Ter-auley St., Toronto. (tf)

**SHOW CASES AND STORE FIXTURES** for every business. Send for illustrated catalogue. Jones Bros. & Co., Limited, 30-32 Adelaide St. W., Toronto, Ont. (tf)

**SIR GILBERT PARKER** is to the fore again with his latest book entitled "Northern Lights." It pictures the life of that portion of our country upon which all eyes are now turned. The stories portray conditions in the Great West before and after the effects of modern civilization, and treat the subject with a master-hand. For sale at all bookstores. Cloth bound, illustrated, \$1.50. The Copp, Clark & Co., Ltd., Publishers, Toronto (tf)

**WAREHOUSE** and Factory Heating Systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

**WANTED**—A splendid opportunity for dealers to handle the best combination Duplicating, Addressing and Office Printing Machine on the market. Exclusive territory. Send name and address, giving occupation and references to the Canadian Writerpress Company, Ltd., 33 John St., Hamilton, Ont. (tf)

**YOUR CHEQUE CAN'T BE RAISED** to any amount above that which you intend it to cover if you use the **PROTECTORGRAPH**. This device stamps a line such as "Not over ten dollars, \$10." with acid proof, indelible ink, which penetrates right through the fibre of the paper. This device is being used by 90% of the Banks of Canada and the United States, as well as the treasuries of both countries. Write for full particulars and price. W. E. Parker & Co., Sole Canadian Agents, 37 Yonge Arcade, Toronto, Ont. (tf)

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**WANTED**—A clerk with experience in stationery, fancy goods and china; also being qualified to be manager and buyer. Apply, stating salary and experience, to H.B.D., 1110 Victoria Ave., Fort William, Ont.



**WHAT MANUFACTURERS OFFER.****Place Card Assortment.**

The Copp, Clark Co.'s Place Card Assortment No. 41 contains cards of three different shapes, one gross in all. The designs are girl-heads and half figures most



gracefully outlined in an artistic array of colors tastefully blended. Price of assortment, \$6.75. Assortment No. 51 has the same designs in photogravure effects. Box contains 300. Price, \$6.

**Gift Envelopes.**

Copp, Clark Co. have an assortment of gift envelopes, which are exactly the thing to arrest the attention of the class of people who come in to a store "just to look around." They have Holly and Poinsettia designs,

lithographed in bright red and green colors, and come in five sizes—12x9½ inches, 8½x5½ inches, 8x3½ inches, 4x3½ inches, 3½x2 inches. Price, \$6.75 for box assortment of 300.

**Parker Pens.**

Considerable interest is being taken throughout America in the great advertising campaign conducted in the interest of the Parker Lucky Curve Fountain Pen. It commenced with a \$6,000 advertisement in the Saturday Evening Post, September the eighteenth, followed by a novel window display which, used simultaneously in all parts of the country, had the effect of focusing right into the stores the benefit of the magazine advertisement. This campaign will continue month after month as a powerful selling force to the dealer who avails himself of it. The liberal selling proposition including the ten days' free trial offer and the one year accident policy should prove of special interest to dealers at this season.

**Blotting Paper.**

Copp, Clark Co. have a reliable offer in the blotting paper line. It is called the "Magnet," and the following prices to the trade are practically the same as if purchasing direct from the mill: 60 lb. White Magnet, 50c per quire, \$8 per ream; 80 lb. White Magnet, 60c per quire; \$10.75 per ream; 100 lb. White Magnet, 75c. per quire, \$13.50 per ream.

**MOVING.**

The Copp, Clark Co. are moving their entire manufacturing equipment from the buildings occupied by them for the past thirty-eight years, on Colborne Street, Toronto, to their new factory at 495 Wellington Street West. Here, with modern machinery and an increased staff of experts in every department, they will aim to maintain their present enviable reputation in the business world.

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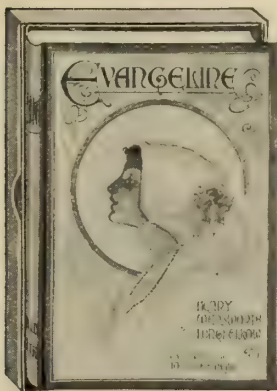
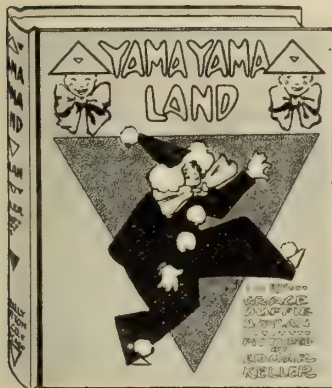
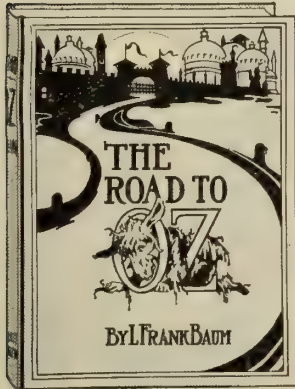
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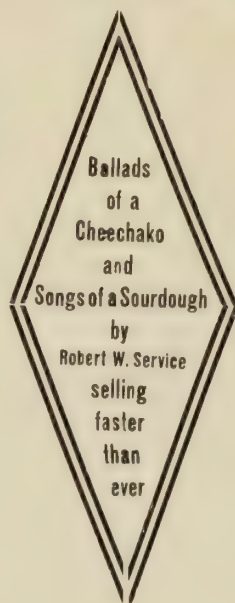
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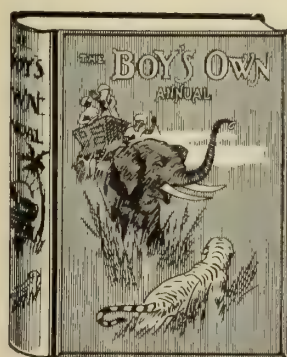
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# Interviewing a Man of Books in the Midst of Books

A Visit to Lawrence J. Burpee, Librarian of the Ottawa Public Library—His Literature Achievements and His Views on Literature.

By George E. M. Hunter.

Lawrence J. Burpee, F.R.G.S., Librarian of the Ottawa Public Library, is a man of books in the midst of books. In his office and in his study at home volumes are piled round him, and the subject of books is one in which he is deeply interested, not only on account of his present position, but from the fact that he has been and still is a writer of considerable merit. In response to a knock, his invitation to "come in" and his substantial hand grasp, at once imply friendliness, and his manner in conversation is frank, interesting and encouraging. You feel that you are talking with a man well versed in his subject, willing to impart any information upon it, and to convey it in terms unmistakably definite.

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Mr. Burpee was joint author with Dr. Henry J. Morgan of "Canadian Life in Town and Country," has edited a number of historical journals for the Royal Society and Canadian Archives, one for the former being the "Journal of Matthew Cocking from York Factory to the Blackfeet Country, 1772-73" edited with introduction and notes by Mr. Burpee. In connection with the Archives, it is the intention of the Government to publish bulletins at intervals as contributions permit, number two being Murray's "Founding of Fort Yukon," No. 3, "Trip at the end of the 18th Century from Assinaboine River to The Yellowstone, No. 3, "Journey from Lachine to Qu'Appelle River," all of which will be edited with introduction and biographical notes by Mr. Burpee. He has also contributed to many English and American magazines and compiled several Canadian bibliographies. For a number of years he has done review work for The New York Nation and Chicago Dial, as well as for local and other papers. His work affects many channels of literature and his views are accepted as undisputed authority. That this is fact, may be strengthened when it is known that he is a Fellow of the Royal Geographical Society, Member of the Champlain Society, the Bibliographical Society of America, Ontario Historical Society, Canadian Institute, and Historical Society of the Mississippi Valley, the members of which associations are representative of the best men among English, Canadian, and American literateurs, geologists, geographers and scientists.

At present Mr. Burpee is engaged in the preparation of "The Journals of La Verendrye" for the Champlain Society, being an English translation with the French text; also "Supplement to the Makers of Canada Series," in which work Arthur G. Doughty, C.M.G., Dominion Archivist, is associated with him. This supplement is virtually an encyclopedia of the whole series, and besides providing an analytical index will also give a comprehensive bibliography. In addition to these he is also working on the life of one of Canada's grand old men, and a volume on the "Romance of the Fur Trade."

During the day Mr. Burpee's attention is fully absorbed in his duties as Librarian, so that his moments for study, research, and writing are those spent in his home, where he has a library containing all those books requisite for the special character of his work, which is



LAWRENCE J. BURPEE, F.R.G.S.

chiefly historical and biographical. Thus it will be seen that his writing must needs be all performed at night, in the quiet and appropriate precincts of those whose literary efforts are all that remain to remind us that the authors have passed to the great beyond.

Is there such a thing as Canadian Literature? To this question Mr. Burpee replied in the negative. He stated that there are many Canadian writers, but analysis showed that there is nothing very distinctively Canadian in their work. Drummond may be considered in this category, but his subjects were purely accidental. There, was however, one Canadian writer, named Haliburton, and he may be termed the father of the American style of humor, the Mark Twain type. Under these circumstances there is no present indication of marked original development in Canadian literature.

In contemporary historical work two outstanding figures are Egerton and Grant at Oxford. Writers are now turning more and more to the archives as the source of basic matter for all historical works, an example of



which may be found in Lucas' "Canadian War of 1812," which was compiled from the original documents and has not been superseded.

Ten years ago Mr. Burpee looked for a forward movement in Canadian fiction, but to-day he does not see the same indications. True we have some books by Canadian authors, which are meeting with pronounced approval as for instance "Sowing Seeds in Danny," by Nellie McClung and "Anne of Green Gables" and "Ann of Avonlea," by L. M. Montgomery. Both of these writers have struck a sympathetic chord in the reading public and the future may evidence some improvement in style and treatment. One striking feature is that considering the number of writers those from the gentler sex seem to secure a stancher hold comparatively than our male writers. In historical writings Miss Agnes C. Laut has deservedly won distinction, and the late Isabella Valancy Crawford's poems indicate the possibilities of the future. As to advice to young Canadian writers, Mr. Burpee refrains from such.

Owing to the peculiar character of his writings, Mr. Burpee does not possess a complete private library of Canadian books, but he does consider that some Canadian books have been and are still appreciating in value, mentioning as an example the "Wanderings of an Artist" by Paul Kane, which book contains some illustrations from the writer's own pen. This volume a few years ago could be had for about seven dollars, whereas now it is held at twenty dollars.

As to the reading tastes of the Ottawa public, Mr. Burpee is greatly pleased and agreeably surprised. There are always those who seek the better books, and the demand for works of standard fiction has far exceeded expectations, so that several copies of some books have been placed in the library in order to meet the many requests. Dickens and Scott are read more than any other, while calls for Parkman are also on the increase. The works of this latter and similar writers were formerly bought for libraries as "a matter of duty," but now there is a consistent evidence of interest in their writings, indicating a literary growth in the right direction. Thackeray has many friends, but they are chiefly among the scholars. The circulation of the Public Library this year is expected to exceed 200,000 notwithstanding the confusion attendant upon alterations being made to the stack room, and of this number a goodly proportion indicative of a stead growth, represents serious reading.

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a masterpiece." Not for a long time has a piece of fiction appeared which conveyed an impression of such magnitude, such finished workmanship and such a fund of reserve power. There are many books which impress one with a sense of amplitude, a sense of being spread over a very broad canvas. It is much rarer to find, as in the present case, a book which gives a sense of depth as well as breadth, a book that has a wonderful, far-reaching perspective, making you feel that you are looking not merely upon the surface of life, but through and beyond the surface into the deep and hidden meanings of human existence. Mr. Bennett has produced a distinct impression of the period and localities, which form the groundwork of his story, of the characters who live and move under his informing touch, and of the types he has portrayed. The skill and ease of the practised hand are apparent in breadth of drawing, in just proportion and in finished detail. The sisters, Constance and Sophia Baines, around whom are grouped minor characters of scarcely less interest, are strongly contrasted generic types. Constance, in whom the passive virtues predominate, finds her vocation and her sphere in the quiet Staffordshire town in which she is born. But, it is in Sophia, the beautiful, the imperious, that the chief interest centres. After an unhappy marriage, and deserted by her worthless husband, we find her stranded in Paris, confronted by the life of that gay capital on its most shady side in the days of the siege and the commune. It is perhaps inevitable that in the treatment of phases of life where the sordid and the sensual play a part, the veil should sometimes be cast aside and vice exhibited in all its naked deformity, but our author has never done this, save to accentuate those nobler characteristics which repel and rise above their base surroundings. The native nobility of Sophia Seales enables her to move with a lofty detachment amid the sordid and the vile, bestowing kindness, yet taking on no strain from her associations.

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"Waverley," for example, the first great popular novel of the last century, was only in two volumes. Some of Sir Walter Scott's romances appeared in three volumes, and others in four volumes. Thackeray's "Vanity Fair," after it had been issued in parts, came out in one volume, although "Esmond" appeared in two. Dickens's novels, as we know, usually appeared in monthly parts. It was nearer our own day that the three-volume novel became an institution, and all book collectors consider themselves happy if they possess certain of the novels of George Eliot, the Brontës, George Meredith, and, more recently, of Mr. Thomas Hardy and



Mr. Henry James, in the three-volume form of their first editions. But before its final extinction, the three-volume novel, although it was delightful for reviewers on account of its large type, had become an encumbrance to the booksellers and a burden to the libraries. It survived, apparently, because the late Mr. Charles Edward Mudie, who ran the greatest circulating library in London, had entered into a compact with three publishers of many novels in their day,—Tinsley, Bentley, and Hurst & Blackett,—by which he undertook to subscribe for a certain number of the novels issued by these firms. This arrangement considerably handicapped many of the younger publishing houses; and it was Mr. Heinemann who gave a death-blow to the system, by the publication of a novel of Mr. Hall Caine's in the six-shilling form.

Mr. Heinemann has been destined, in this present year, to lead yet another movement in the direction of change, with what final result it is not possible at present to speak with any certainty. A few months ago Mr. Heinemann, in a speech addressed to booksellers, declared that it was obviously unfair that a novel of forty thousand words should be sold at the same price as a novel of one hundred thousand words. Therein he gave a hint of a scheme that he was about to put into practice. There is no doubt that the custom of producing novels of few words for the same price as long novels was having a demoralizing effect on the book-trade. The worst examples that I can recall are a story by Miss Olive Schreiner, and another by Mr. Maurice Hewlett. This last, I may add, was issued as a six-shilling book in spite of a protest from the author.

Mr. Heinemann, then, has launched his new scheme; and again Mr. Hall Caine is the hero. His latest novel, "The White Prophet," which consists of one hundred thousand words, has been issued in two volumes for four shillings. Mr. Heinemann has followed this by two short novels, in single volumes, at two shillings each. In a few weeks we are to have, in the same series, Mr. William De Morgan's "It Never Can Happen Again," in two volumes, for six shillings net,—this being a story of two hundred thousand words or more.

As our booksellers are to get six shillings net for Mr. De Morgan's book, instead of the four shillings sixpence for which they usually sell a six-shilling novel, Mr. Heinemann will do very well if he sells as many copies as under the old system. So far, this second attempt at a revolution has not succeeded with the purchasers of fiction. Mr. Hall Caine's novel, "The White Prophet," is "hanging fire." As far as I can gather, thirty thousand copies were sold to the English market, and ten thousand to the colonies; but inquiries among booksellers make it clear to me that the public have not shown their usual alacrity in purchasing Mr. Hall Caine's book. This has been attributed in some quarters to a dislike of the two-volume form; in others, to the many severe reviews which Mr. Caine's novel has provoked. I am more disposed to attribute it to the fact that the novel has appeared serially in the "Strand Magazine," and that Mr. Caine's readers are, in the main, readers of that excellent publication. However, Mr. Caine has congratulated himself on the fact that, after all, despite the critics—whom he calls "dead-heads" and "hangers-on"—he has sold more copies of his novel in the book-shops during this season than any other author. That does not seem a very remarkable fact, for no other author of any importance has published a novel in August or September.

Mr. Caine's reference to "dead-heads" is doubtless connected with the "review copy." Every London publisher has to give away at least a hundred copies of each of his novels, if he wants them to be widely re-

viewed. With other books he can keep the number down to sixty or eighty, and in some cases to forty; but no publisher would dream of sending out less than a hundred copies of a novel to the multitudinous newspapers of London and the Provinces.

Mr. Caine has always demanded from his publisher a much more extended generosity than this. With one of his earlier books, he sent nine copies to a single newspaper. Every member of that journal received a present of one. Doubtless he intends to alter this in the future, and I should not be at all surprised if he takes the course that has long been adopted by Miss Marie Corelli, and refuses with his next novel to send any copies to the newspapers for review. Miss Corelli, however, always took care that one or two good reviews of her books should appear. I particularly recall that Lord Burnham received a copy, with a request for a notice in the "Daily Telegraph," and that the notice was forthcoming. At the present time, when Miss Corelli publishes a new novel several of the newspapers buy copies in order to furnish their readers with reviews. It may be admitted that Mr. Hall Caine is one of the fortunate writers who can do precisely what is done by Miss Corelli. Both novelists appeal to a huge non-literary class, and are not under the same conditions that guide the great majority of our authors struggling to obtain a public. Were publishers to refuse to send books for review as a general practice, the authors—and particularly the male authors—would become frantically hysterical.

I have referred to Mr. William De Morgan's new novel, "It Never Can Happen Again." Mr. De Morgan is a wonderful man, a little bit like the late Mr. George Meredith in appearance, with a kindly face and keen piercing eyes. He is a delightful talker, and enjoys the success which has come to him so late in life,—for he was sixty-seven years of age when his first novel, "Joseph Vance," appeared. He had been an artist in a particular kind of tile during the intervening years, and had led a life of much happiness, although, perhaps, not of too much prosperity, alternating between a studio in The Vale, Chelsea, opposite the home which Mr. Whistler once occupied, and Florence, where he wintered for his health year by year, until the day Mr. Heinemann published "Joseph Vance." The book had only been submitted to one previous publisher; so even here he was fortunate. Each of his three novels, so far, have been great successes, in spite of their extraordinary length. Will the fourth novel be as successful in two volumes as the three others have been in one? is the question. I hope so, on many grounds; for I think Mr. Heinemann's two-volume form is very charming.

Meanwhile it is worthy of notice that there are more six-shilling novels coming out this season than ever before. The Macmillans, the Methuens, all our leading publishers of fiction, are sending them out in large quantities. A number of new publishers have come upon the scene, and these also are running the six-shilling novel. One firm, named Mills & Boon, has sent me a great many lately; while another publisher, Mr. Andrew Melrose, has delighted me with one particular story, "The Wood-Carver of 'Lympus," by Mary E. Waller.

Three of our most popular novelists have just finished new stories. Mr. and Mrs. Egerton Castle are calling their next novel "The Panther's Cub," while Mr. Anthony Hope entitles his "The Second String." Mr. Anthony Hope has not, I think, been doing as good work lately as in the days when he published that fine romance "Rupert of Hentzau," and that powerful piece of analysis, "Quisante." Let us hope that "The Second String" will be of the old quality.



# Items About Canadian Authors and Their Work

Interesting Items about New and Forthcoming Books by  
Canadian Writers — Also includes Information about  
Books on Canada — All Departments Represented.

The list of books by Canadian writers to appear this autumn is now practically complete. There is a very fair representation in all departments, and some important books may be expected.

## Description.

Agnes Deans Cameron has written an account of her trip down the Mackenzie river, from Athabasca Landing to the Arctic ocean and return by the Peace river. The book is to be published by D. Appleton & Co., New York.

Dr. Adrien Loir, a Frenchman, who visited Canada in 1906, was a delegate to the Medical Congress at Three Rivers, has recorded his impressions in a volume entitled, "Canada et les Canadiens," published by Guilmoto, Paris. The book is a very interesting one, for the writer came to the country with little or no knowledge about it.

Mrs. Arthur Murphy, of Edmonton, review editor of the Winnipeg Telegram, has written a clever and witty book of western impressions, the manuscript of which has been placed with Cassell & Co. The book will appear on this firm's spring list for 1910. Mrs. Murphy is the wife of an Anglican clergyman, who formerly resided in Toronto.

"Manitoba as I Saw It," by Dr. John H. O'Donnell, of Winnipeg, is to be ready this month. The publishers are the Musson Book Co., of Toronto.

Dr. W. S. Rainsford, of New York, who, it will be remembered, was for some years rector of St. James Church, Toronto, has written a vivid book about Africa, entitled, "The Land of the Lion." Dr. Rainsford spent a full year after game in Africa, covering more than 4,000 miles. His adventures were numerous and thrilling. The book is published by Doubleday, Page & Co., New York.

"Labrador," an illustrated volume about the country of that name, written by Dr. Wilfred T. Grenfell, and others, will be ready this month, with the Macmillan Co.

## Fiction.

L. C. Page & Co., the publishers of Miss L. M. Montgomery's books, "Anne of Green Gables," and its sequel, "Anne of Avonlea," report a remarkable demand for both books. The former is now flourishing in its fourteenth printing, while a fourth printing of the latter has been called for within a month of publication.

"The Attie Guest," by R. E. Knowles, of Galt, is now on the tables of the booksellers. Mr. Knowles, himself, is on a vacation trip in Europe.

"The Suitable Child," by Norman Duncan, is now ready and makes an appropriate little volume for gift purposes.

Mrs. Humphry Ward's new story, now appearing serially in the Cornhill, in England, and in the Ladies' Home Journal, in America, has its scene laid in Canada. Mrs. Ward gives an interesting picture of a journey to western Canada at the outset. The story bears the appropriate title, "Canadian Born," in the English magazine, but is called "Lady Merton" in the Home Journal.

After some delays, William Wilfrid Campbell's novel of the war of 1812, "The Fair Rebel," was published by the Westminster Co. on October 8. The volume has been well made and reflects credit on the publishers.

"Northern Lights," the volume of short stories dealing with life in the Northwest in pioneer days, by Sir Gilbert Parker, was published last month by the Copp. Clark Co., as announced.

Advance orders for Ralph Connor's new novel, "The Foreigner," have reached unprecedented proportions. The publishers and wholesale bookstores are wondering how they can handle the book when it appears in November.

Harvey J. O'Higgins, of New York and Toronto, who has made the New York fire department a subject of study, has written a short novel, entitled "Old Clinkers," which is to be published this month by McLeod & Allen, of Toronto. The hero is chief of a New York fire-boat, and the reader follows him and his men through some exciting fires. Mr. O'Higgins is collaborating with Judge Lindsay, of Denver, at the present time in a series of magazine articles on the child problem in the United States.

This month the Macmillan Co. will publish "The Backwoodsmen," a volume of tales by Charles G. D. Roberts.

A book which was announced some time ago by William Briggs has just been issued, entitled "Tales of Old Toronto," by Suzanne Marny, author of "The Canadian Book of Months." The book is illustrated by Marie Nichol, and is one of the handsomest books which has ever been issued by a Canadian publisher.

## History.

The Huron Institute, Collingwood, are to be congratulated on the publication of their first volume of papers and records. The work comprises a number of historical papers, which have been read before the Institute by members at various times, and there are also a few interesting illustrations.

The publishers state that there has been an excellent sale for Rev. George Bryce's "The Romantic Settlement of Lord Selkirk's Colonists," which was published early in September. The edition has been almost entirely sold out.

Volume IV. of the Publications of the Champlain Society of Canada, appeared last month. It contains, "The Logs of the Conquest of Canada," edited with an introduction by Lt.-Colonel William Wood, author of "The Fight for Canada." The introduction itself extends to 164 pages, giving a comprehensive account of the three campaigns of Louisburg, Quebec and Montreal. The logs are reproduced exactly as they were entered in the ships' books.

It is expected that Father A. G. Morice's important work, "The History of the Catholic Church in Western Canada," will be ready some time this month. It is to appear in two volumes at \$4. The publishers are the Musson Book Co., Toronto, who are devoting more and more attention to the publication of Canadian books.



The Elgin Historical and Scientific Institute has in the press its third publication, being the story of 'the Talbot Centennial Celebration at St. Thomas in 1903. Judge C. O. Ermatinger is editing the volume, which will be illustrated.

William Briggs promises for the 1st of November, "Canada: The Empire of the North," by Agnes C. Laut. It was expected that this book would be ready on the 1st of October, but the book has been delayed on account of securing international copyright.

Dr. Saunders' book entitled "Three Premiers of Nova Scotia," which was promised by William Briggs for issue on the 1st of October, has been unavoidably delayed in going through the press, but it is expected that it will be ready about the 1st of November. Dr. Saunders' book will be one of the most important historical works of the year, and is being looked forward to with great interest by both the critics and public men.

It is interesting to note in connection with Mr. Arthur Johnston's "Myths and Facts of the American Revolution," which was issued by William Briggs last year, and which slates the American historians unmercifully for their accounts of the Revolution, that the publisher has placed an edition with a Boston House which intends to circulate it as widely as possible throughout the United States.

William Briggs has just published "The Imperial Anniversary Book," compiled by Harold Saxon.

William Briggs expects to have ready within a few days Edwin G. Rundle's new book, entitled "A Soldier's Life." This book will contain the personal reminiscences of Mr. Rundle, late Serjeant-Major in Her Majesty's 17th Leicestershire Regiment of Foot, and contains an introduction by Major Henry J. Woodside, of Ottawa. The book will prove to be a very interesting one to Canadians as Serjeant-Major Rundle took part in the Trent affair, and was a member of the Red River Expedition under Sir Garnet Wolseley, now Field-Marshal Lord Wolseley.

The Telegraph Printing Company, of Quebec, are the publishers of the "Grosse Isle Tragedy and the Monument to the Irish Fever Victims of 1847." The title describes the purport of the work. It is for sale in three bindings, at \$1, \$1.50 and \$3.

The new edition of "The Speeches and Public Letters of Joseph Howe," edited by J. A. Chisholm, K.C., of Halifax, has at length appeared. It is in two volumes, and is published by the Chronicle Publishing Co.

#### Biography.

A life of Archbishop Machray, by his nephew, Robert Machray, sometime Canon of St. John's, Winnipeg, is in preparation by the Macmillan Co. During an episcopate of nearly forty years, first as Bishop, then as Metropolitan, and finally as Archbishop of Rupert's Land, he witnessed and actively participated in the rise and progress of Manitoba and the Northwest.

Herbert N. Casson, whose writings in American magazines has brought him into prominence, has completed a life of Cyrus Hall McCormick, the inventor of the reaper. The life and personality of the great inventor are adequately set forth with many interesting details of his services to his chosen city, Chicago. The book is published by A. C. McClurg & Co., Chicago.

"The Life and Letters of James Wolfe," by Beckles Willson, published by Heinemann, London, has appeared, and adds one more volume to the already lengthy list of

"The Life of Wolfe," by Edward Salmon, is also ready, published in England by Sir Isaac Pitman & Sons, and in Canada by Cassell & Co.

#### Poetry.

There has just been placed on the market by William Briggs a volume of poems which will no doubt have a large circulation in Canada. These are by Edward W. Thomson, and his volume is entitled "The Many-Mansioned House and Other Poems." Mr. Thomson issued this book in the United States through the firm of Houghton, Mifflin & Co., under the title, "When Lincoln Died and Other Poems." The poem which gives the title to the Canadian edition has to do with the British Empire. The most notable poem in the volume is that entitled "Peter Ottawa," which was so well received when it first appeared in the magazines.

#### Religious.

Rev. George Jackson, of Toronto, has published through Robert Culley, of London, "Studies in the Old Testament," which will be read with interest, in view of the author's prominence in recent religious controversies.

#### Juveniles.

Marshall Saunders, of Halifax, whose book, "Beautiful Joe," has had a great vogue for quite a number of years, is still writing successful juveniles. Her "Tilda Jane," published by L. C. Page & Co., Boston, is now in its thirteenth printing, presaging a good demand for its successor of this season, "Tilda Jane's Orphans."

This month Little, Brown & Co., Boston, publish "Redney McGaw," a circus story, by Arthur E. McFarlane of Toronto. Mr. McFarlane has had actual experience of circus life and his story gives a true picture of life on the road.

#### Miscellaneous.

Arnold Haultain, private secretary to Professor Goldwin Smith, and himself an author of some note, has compiled a number of wise and witty sayings about the tender passion, which he entitles, "Hints for Lovers." The book is handsomely produced by the Houghton, Mifflin Co., of Boston.

J. W. Dafoe, editor of the Manitoba Free Press, Winnipeg, has published, in pamphlet form, a series of letters, giving his impressions of the Imperial Press Conference, which appeared originally in the Free Press. Mr. Dafoe writes entertainingly and his letters are well worth reading.

The Annotated Edition of the new Church of England Hymn Book, which has been compiled by James Edmund Jones, of Toronto, will be of interest to all who like to know about the origin and authorship of hymns. The compiler has gone very fully and accurately into his subject. The arrangement places the explanatory notes at the end of each hymn. Probably no hymn book has hitherto been annotated in this fashion.

An important book on the eastern question, entitled, "The Chinese," has been published by the Bobbs-Merrill Co., of Indianapolis. The author is John Stuart Thomson, who may be said to be one of the foremost authorities on China. Though he resides in New York, Mr. Thomson is a Canadian, having been born in Montreal and educated at McGill University. He is the author of two successful books of verse, "Estabelle," and "A Day's Song," and has contributed to all the leading magazines.

W. Hastings Webbing, of Brantford, has had his verses on golf produced in artistic form by H. M. Caldwell, of Boston. The book is illustrated on every page, and is handsomely bound. It is entitled, "Fore! the Call of the Links," and is brimful of bright and witty rhymes about golf and golfers.

## Recent Activities Among the Canadian Publishers

The Fiction List being Rapidly Completed—Titles of Books already Published—The De Morgan Book again Postponed—A Good Book Season Anticipated.

The publication of the new De Morgan book, "It Could Never Happen Again," has once more been postponed—this time until November.

The Herbert Strang book for boys this season is en-

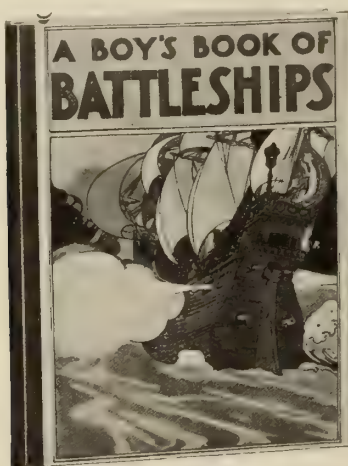


A New Book for Boys  
(Copp, Clark Co.)

titled, "Palm Tree Island." It is being published, as usual, by Henry Frowde.

The Musson Book Co. are handling the official report of the Imperial Press Conference in London, a well-illustrated and interesting volume.

On October 6, the Macmillan Co. issued "Actions and Reactions," by Rudyard Kipling; "Stradella," by the late Marion Crawford; "The Key of the Unknown," by Rosa Nouchette Carey; "Calvary," by Rita, and "Martin Eden," by Jack London.



A New Book for Boys  
(Copp, Clark Co.)

The Musson Book Co. have ready "Little Sister Snow," the new book by Frances Little, author of "The Lady of the Decoration." Like the latter, it is a small volume, with scene laid in Japan. They have also ready

"Veronica Playfair," by Maud Wilder Goodwin; "Daphne in Fitzroy Street," by E. Nesbit, and "The Land of Long Ago," by Eliza Calvert Hall.

The Macmillan Co. will publish this fall among their gift editions, "The Water Babies," by Charles Kingsley, with 32 illustrations in color, by Gobel. They will also have a new edition of Hewlett's "Forest Lovers," with 16 illustrations in color.

The new novel by the American Winston Churchill, announced for publication this fall by the Macmillan Co., will not be ready until February.

One of the most important of the Macmillan autumn publications will be Dr. Sven Hedin's "Trans-Himalaya: Discoveries and Adventures in Tibet." It will be issued in two volumes, with eight colored plates and about 400 other illustrations.



"FRANCES LITTLE"  
(Mrs. Fannie C. Macaulay)

Author of "The Lady of the Decoration" and "Little Sister Snow," just published.

Henry Frowde, Oxford Press, Toronto, has received a supply of four handsome art calendars, "The Peter Pan," "The Tempest," "The Jorrocks," and "The Drummond," each illustrated in color by some noted artist. \$1 each.

The bulk of McLeod & Allen's fall list is now ready, and several of the titles are already exhausted. "The Goose Girl," by Harold McGrath, and "The Danger Mark," by R. W. Chambers, are leaders.

The Copp, Clark Co. report an excellent demand for Sir Gilbert Parker's new book, "Northern Lights," which is going to prove just as popular as anything he has ever written.

After many delays, the Copp, Clark Co. have at last issued "Sins of Society," the novelization of the drama of the same name by Cecil Raleigh. The fact that the play is now on the boards in America adds interest to this book.



"John Marvel, Assistant," by Thomas Nelson Page, is announced for publication by the Copp, Clark Co. on October 16.

The Copp, Clark Co. have already issued several of their gift books, notably "The American Girl," by Harrison Fisher; "Tanglewood Tales," by Julian Hawthorne; "Britain Overseas," and "The Road to Oz." They have also ready "The Flute of the Gods," by Marsh Ellis Ryan; "The Haven," and "Marriage of Mayfair."

This month the Copp, Clark Co. will publish Captain Brereton's two boys' books, "A Hero of Sedan," and "John Bargreave's Gold," and Staff-Surgeon Jeans' "Ford of H.M.S. Glover."

### A LIST OF NOVELS WORTH READING.

G. P. Putnam's Sons, Retail Department, New York, have got out a little annotated catalogue of "Novels Worth Reading," which fills a long-felt want in these days when novel writers are so prolific. The catalogue comprises first the earlier writers, then the great writers of the nineteenth century, with detailed lists of their complete works, and, finally, a selection of five hundred of the best novels published during the past sixty years. In each case full particulars about the book and the various editions in which it may be procured, are supplied.

### COPYRIGHTS FOR SEPTEMBER.

21287. Ontario School Book-keeping. (Book.) The Educational Book Company of Toronto, Limited, 2nd September.

21289. The Public School English Composition. (Book.) Frederick Henry Sykes, Toronto, 2nd September.

21290. Lessons in Art Education. (Temporary Copyright.) Mary Mulveney, London, 3rd September.

21292. Exercices d'Arithmetique pour les Eleves des Classes Primaires. Par T. Rochon. Partie du Maitre. Telesphore Rochon, Clarence Creek, Ont., 7 septembre.

21293. Exercices d'Arithmetique pour les Eleves des Classes Primaires. Par T. Rochon. Partie de l'Eleve. Telesphore Rochon, Clarence Creek, Ont., 7 septembre.

21294. Droit Public de l'Eglise: L'Eglise et l'Education a la Lumiere de l'Histoire et des Principes Chretiens. Par Mgr. Louis Adolphe Paquet. (Livre.) Mgr. Louis Adolphe Paquet, Quebec, 7 septembre.

21315. A Handbook to Winnipeg and the Province

of Manitoba, Prepared for the 79th Annual Meeting of the British Association for the Advancement of Science, 1909. (Book.) W. Sanford Evans, Winnipeg, 11th September.

21316. Woodstock Directory, 1909. Union Publishing Company of Ingersoll, Ingersoll, 11th September.

21317. Peterborough Directory, 1909. Union Publishing Company of Ingersoll, Ingersoll, 11th September.

21325. Tuberculosis. (Chapter contained in the book Health Reader No. 2.) J. & A. McMillan, St. John, New Brunswick, 11th September.

21327. Posies for Polly. Child Verse. By Margaret McCausland. (Book.) The Municipal World, Limited, St. Thomas, 13th September.

21331. Gage's Ontario School Book-keeping Blank. General Course. (Book.) The Educational Book Company of Toronto (Limited), Toronto, 15th September.

21332. The Pupil's Outfit in Business Papers. (Book.) The Educational Book Company of Toronto (Limited), Toronto, 15th September.

21337. Northern Lights. By Gilbert Parker. (Book.) Gilbert Parker, London, England, 17th September.

21338. The Ontario High School Arithmetic for use in Continuation Schools, High Schools and Collegiate Institutes. (Book.) The Hunter, Rose Company, Limited, Toronto, 17th September.

21352. Sermon from Shakespeare. (Temporary Copyright.) The Bradley-Garretson Company, Limited, Brantford, 21st September.

21353. Seven Minute Sermon. (Temporary Copyright.) Miss E. S. Davidson, Brantford, 21st September.

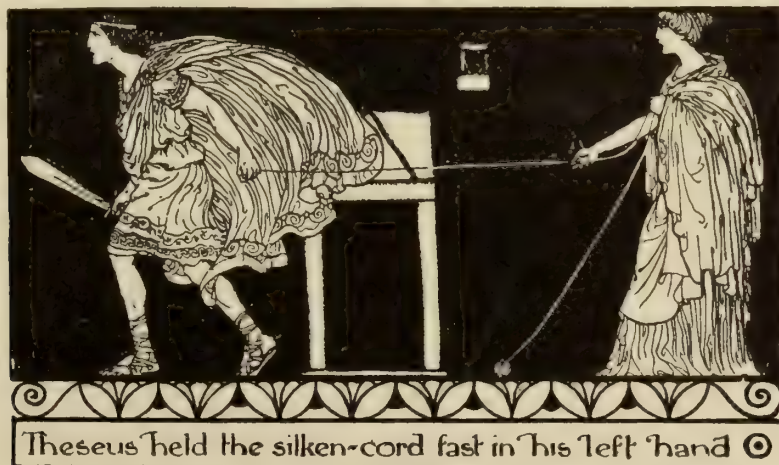
21358. La Lettre ou Lecons de Style Epistolaire a l'usage des Ecoles Primaires. Par Mlle A. Germain. (Deuxieme Edition.) Madame (Veuve) E. Germain, Quebec, Que. 22 septembre.

21369. Vingt Ans Apres. 1884-1904. Recit Veridique, Historique, Anecdotique, Epique et Typique d'un Conventum d'Anciens Collegiens. Par Victor Morin. (Livre.) Victor Morin, Quebec, Que., 24 septembre.

21374. High School German Grammar and Exercises. By W. H. Van Der Smitten and W. H. Fraser. (Book.) The Copp, Clark Co., Limited, Toronto, 25th September.

21375. Grace and Gold; or Scriptural Giving. By Rev. W. J. Fowler, M.A., B.D. (Book.) Rev. W. J. Fowler, Lower Musquodoboit, Nova Scotia, 25th September.

21376. Rubaiyat of Omar Khayyam. Selected Quatrains from Fitzgerald's Fourth Edition. (Booklet.) The Macmillan Company of Canada, Limited, Toronto, Ontario, 27th September.



Theseus held the silken-cord fast in his left hand ©

—Illustration from a new edition of "Tanglewood Tales."

# The Canadian Monthly List of Books for September

Containing a Record of Books Published in Canada,  
Books by Canadian Authors and Books About  
Canada Issued During the Month of August.

One asterisk (\*) placed before an entry in this list signifies that the book has been printed in Canada. Two asterisks (\*\*) mean that the book has been printed and copyrighted in Canada.

**Arabian Nights.** Edited by Kate Douglas Wiggin and Nora Archibald Smith. 12 full-page illustrations, title page, cover and end papers in full colors by Maxfield Parrish. Toronto: Copp, Clark. September. Square Svo. \$2.50 net.

**Arabian Nights.** Illustrated by W. Heath Robinson and Helen Stratton. Toronto: Copp, Clark. September. Cloth. \$1.00.

**Arabian Nights.** Retold for children by Gladys Davidson. With many illustrations in color and in black-and-white, by Helen Stratton. Toronto: Copp, Clark. September. Large crown 8vo. Cloth, gilt top, \$1.25.

**Arnold's Practical Commentary on the International Lessons, 1910.** Toronto: Fleming H. Revell Co. September. Cloth. 50 cents.

**Balmer, Edwin.** Waylaid by Wireless. Toronto: McLeod & Allen. September. Cloth, \$1.25.

**Barker, Elsa.** The Son of Mary Bethel. Toronto: McLeod & Allen. September. Cloth, \$1.25.

**Barr, Robert.** Cardillae. Toronto: McLeod & Allen. September. Cloth, \$1.25.

A dashing romance of mediæval France. The reader is plunged at once into a series of complications, which surround the young Gascon hero, Cardillae. The rescue of a beautiful young lady from a convent is the centre of the plot.

**Baum, L. Frank.** The Road to Oz. Toronto: Copp, Clark. September. Illustrated. Cloth, \$1.25.

**Beach, Rex E.** The Silver Horde. New York: Harper Bros. Toronto: Musson Book Co. Cloth, \$1.50.

**Beeckman, Ross.** The Last Woman. Toronto: McLeod & Allen. September. Cloth, \$1.25.

**Bennett, Arnold.** The Old Wives' Tale. Toronto: McLeod & Allen. September. Cloth, \$1.25.

**Bindloss, Harold.** The Greater Power. Toronto: McLeod & Allen. September. Cloth, \$1.25.

**Blake, Sir H. A.** China. Illustrated by Mortimer Menpes. Toronto: Macmillan. September. Cloth, \$1.75.

**Book of Common Praise, being the Hymn Book of the Church of England in Canada.** The music edited by Sir George C. Martin. Toronto: Henry Frowde. September. Seven Editions.

**Botsford, G. W.** The Roman Assemblies. Toronto: Macmillan. September. \$4.00 net.

**Call, Anna Payson.** Power Through Repose. New Edition with three new chapters. Toronto: Musson Book Co. September. Cloth, \$1.00.

**Cecil Aldin Series.** Colored illustrations. 1. Wives; 2. Widows; 3. Bachelors; 4. Jorrocks on Hunting. Toronto: Macmillan. September. Each 25 cents.

**Chalmers, Stephen.** The Vanishing Smuggler. Toronto: McLeod & Allen. September. Cloth, \$1.25.

**Chambers, Robert W.** The Danger Mark. Toronto: McLeod & Allen. September. Cloth, \$1.25.

**Color Books. The Inns of Court.** Cloth. 75 colored illustrations by G. Home. Toronto: Macmillan. September. \$2.50.

**Davis, Wm. Stearns.** An Outline History of the Roman Empire. Toronto: Macmillan. September. Cloth, 65 cents net.

**Dawson, W. J. Masterman & Son.** Toronto: Henry Frowde. September. Cloth, \$1.25.

**Days With the Poets Series.** Including Browning, Burns, Wordsworth, Longfellow, Keats and Tennyson. Illustrated in color. Toronto: Henry Frowde. 30 cents each.

**Drummond, Henry.** A Golden Month. Toronto: William Briggs. September. Art paper boards. 37 pages. 50 cents.

**Dudney, Mrs. H.** The Shoulder Knot. Toronto: Cassell & Co. September. Cloth, \$1.25.

**Duncan, Norman.** The Suitable Child. Toronto: Henry Frowde. September. Cloth, 60 cents. De Luxe Edition, \$1.00.

**Estabrook, Alma Martin.** The Rule of Three. Toronto: McLeod & Allen. September. Cloth, \$1.25.

**Everett, Chas. C.** Theism and the Christian Faith. Toronto: Macmillan. September. Cloth, \$3.50 net.

**Fredericks, Sidney.** The Stolen Signet. Toronto: McLeod & Allen. September. Cloth, \$1.25.

**Goodwin, Maud Wilder.** Veronica Playfair. Toronto: Musson Book Co. September. Cloth, \$1.25.

**Gordon, S. D.** Quiet Talks on Home Ideals. Toronto: Henry Frowde. September. Cloth, 75 cents.

**Habershon, S. H.** Diseases of the Stomach. Toronto: Cassell & Co. September. Cloth, \$2.75 net.

**Hall, Eliza Calvert.** The Land of Long Ago. Toronto: Musson Book Co. September. Cloth, \$1.25.

**Harbin, Will N.** The Redemption of Kenneth Galt. New York: Harper Bros. Toronto: Musson Book Co. September. Cloth, \$1.50.

**Hawke, Clarence.** Shovel Horns. Toronto: Musson Book Co. September. Cloth, \$1.25.

**Hawthorne, Nathaniel.** Tanglewood Tales. Toronto: Copp, Clark. September. Illustrated Gift Edition. Cloth, \$1.50.

**Hewlett, Maurice.** Open Country. Toronto: McLeod & Allen. September. Cloth, \$1.25.

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**Hornung, E. W.** Mr. Justice Raffles. Toronto: McLeod & Allen. September. Cloth, \$1.25.

In this tale, Raffles, the famous gentleman-burglar, is introduced in the character of a punisher of evil-doing. He is pitted against one of the most unscrupulous and clever criminals in London, in the person of Levy, alias Mr. Shylock, a Jewish money-lender, and, needless to say, circumvents his worst schemes.

**Howard, Keble.** The Smiths of Valley View. Toronto: Cassell & Co. September. Cloth, \$1.25.

**\*Huron Institute Papers and Records.** Vol. I. Collingwood: Published by the Institute. August. 100 pages. 5½x8¼ inches. Cloth, \$1.00. Paper, 50 cents.

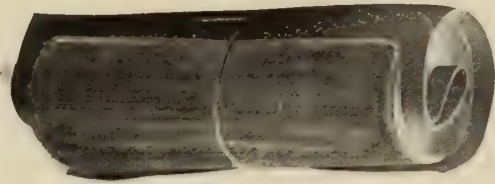
A valuable work has been begun by the Huron Institute in preserving such historical matter as is to be found in this first annual report. There are twelve papers on various themes contained in the book, all of which have been read on different occasions before the Institute.

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- Jones, James Edmund.** The Book of Common Praise of the Church of England. Annotated Edition with notes written and compiled by James Edmund Jones, B.A. Toronto: Henry Frowde. September. Cloth, \$1.50 net. On Oxford paper, \$3.00 net.
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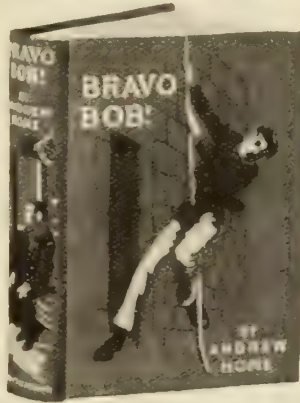
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The October number of the International Studio comes to hand with trimmed edges, a change which will be welcomed by all readers who are impatient of uncut leaves. The contents are, as usual, characterized by a diversity of interest. The work of John La Farge occupies first place, and is, of course, well illustrated. Considerable space is also devoted to the paintings of Arthur Streeton, an Australian artist, who has done good work in Venice. A third interesting article deals with "The Problems of Modern Interior Painting," by T. Martin Wood, illustrated with nine plates. "Italian Art at the Venice International Exhibition" has eleven illustrations. There are five full-page plates in the number, one being a portrait of Emperor William.

### A STRANGE BOOK.

**The Journal of a Recluse.** Translated from the original French. 346 pages. New York: Thomas Y. Crowell & Co. Cloth, \$1.25 net.

Neither the author's nor the translator's name is appended to this—a work which challenges the curiosity and interest from the opening page of the preface. The translator states that the book is a literary "find," made out on the Pacific coast. The original document, written in French, was left by a man who signs himself "a recluse," but whose life will be found to have touched that of the world round about him far more closely than the ordinary. It is a survey of his whole career, written as an autobiography and with almost classic simplicity. As he stands, self-revealed, he is a man who has lived largely, traveled widely, and suffered deeply, but whose every experience serves to clarify his vision and sweeten his na-

ture. He communes of many things in this intimate journal—of education, of marriage, of woman's place, or religion—and always with a wise and broad outlook. His life-story itself, without perhaps intending it, is intensely dramatic.

### TORONTO'S NEW ASSISTANT-LIBRARIAN.

The appointment of Edward S. Caswell of the Methodist Book and Publishing House of Toronto, to be assistant librarian at the new Public Library, has met with universal approval. It has been felt that no better choice could have been made. Mr. Caswell has been connected with the Methodist Book Room for the long period of twenty-eight years. Beginning in the printing office, he became proof-reader and then advanced by degrees to the position he is just vacating, that of manager of the publishing department. He has had personal charge of the publication of many notable Canadian books, and in this way has made the acquaintance of a wide circle of authors, and has familiarized himself with Canadian literature, as few others have had an opportunity to do. He is thus admirably qualified to assume the duties of his new position, where he will work under ideal conditions.

### THE CAMBRIDGE EDITION.

Booksellers throughout Canada have had a busy month handling the new Book of Common Prayer, just issued in connection with the Canadian Anglican Church. The trade generally have been highly pleased with the beautiful editions of the Cambridge Prayer Book, bound with the Book of Common Prayer. William Briggs, who is the agent for the Cambridge University Press edition, has issued a beautifully illustrated catalogue showing in colors the designs of the leading bindings.

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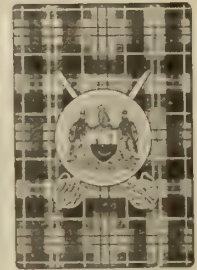
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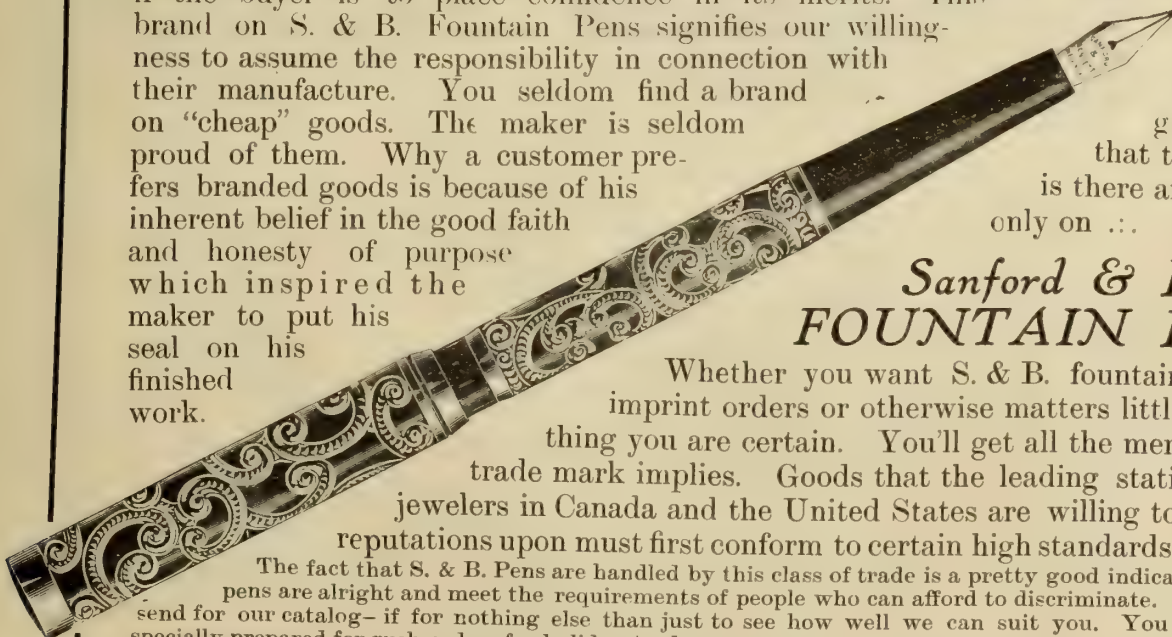
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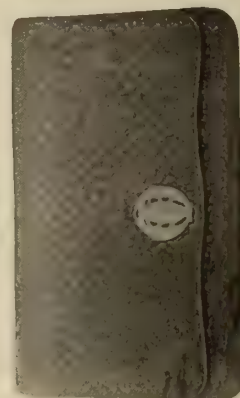
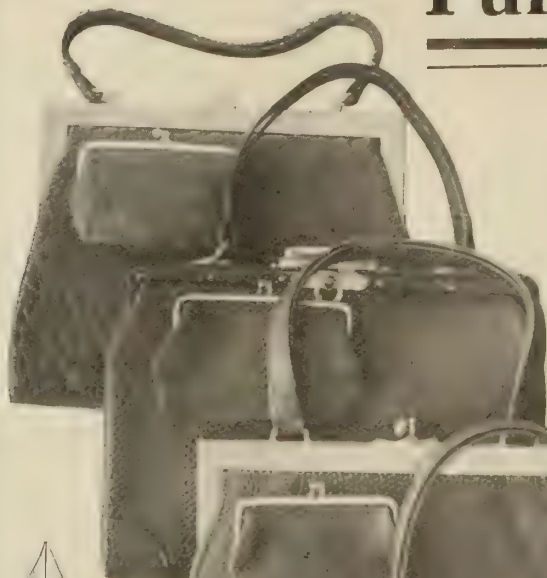
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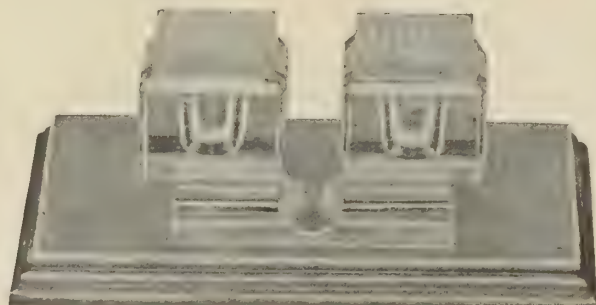
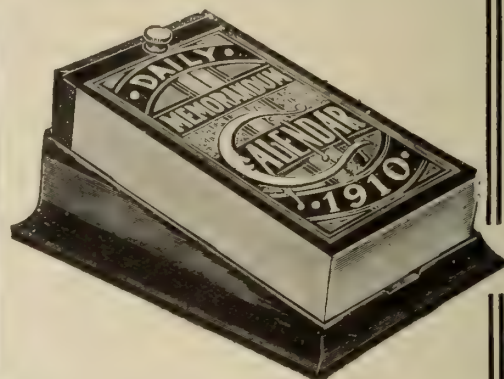
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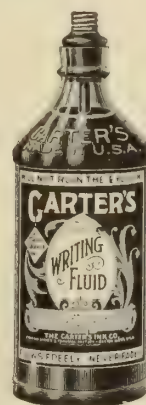
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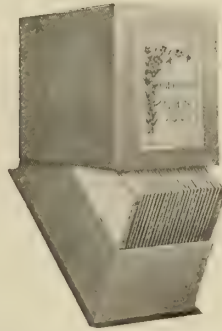
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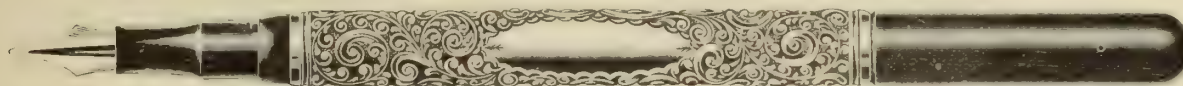
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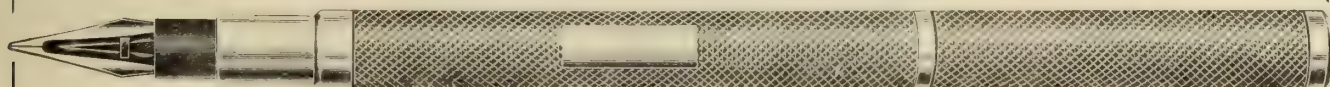
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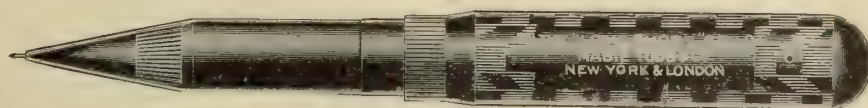


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We have an exceptionally attractive line for the holiday season of 1909. The "fillers" are high grade stock of the best materials and most pleasing finishes, fully up to the well-known "Made in Berkshire" standard. The boxes themselves are to be found in extensive variety of size, shape and design, and at a wide range in price. This line includes the famous paper

### CRANE'S LINEN LAWN

in white and the beautiful new shades, daybreak pink, willow green, orchid, aeroplane and vintage. These shades are steadily increasing in popularity, and are to be much in vogue this winter.

If you have not yet placed your holiday order, it will pay you to get in touch with us at once.

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### Fancy Calendar Pads for 1910

It will be because your competitor had Elliott Pads and you didn't.

Proof of the superiority and salability of Elliott Fancy Calendar Pads will be cheerfully sent you in shape of a complete sample line if you write us for same.

Also remember the Elliott  
Line of Art Calendars.

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**T**HINGS look good out West. With an abundant harvest safely stored, the stream of immigration steadily increasing, money plentiful and the hum of industry awakening the people to a sense of prevailing good times, it would be a singular business man who would not feel thankful for such prosperity. In consequence of the bigger business outlook, the approaching holiday season should find you fully prepared. But does it? Are you sure your stocks are large enough? Isn't there something you have overlooked? Investigate, and if you need anything, trust us to get it to you in time at prices which will give you additional cause for thankfulness. Don't delay. To-morrow's opportunities haven't arrived yet—and to-day's are here. So order now.

CHRISTMAS  
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Canada's weekly Investment and Financial Journal will be sent you **from date to January, 1911**, for the sum of \$3.00, the amount of the regular **annual** subscription. This introductory offer means that you would receive **THE FINANCIAL POST** from now until the end of this year free of charge.

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Publishers of the "ART SERIES"  
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Sample albums free, showing cards printed complete in exact state as delivered to customers.

Write for samples and particulars.

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merely to sell *more* Blotting, but to sell *better* Blotting Paper

NONE BUT THE GOOD KINDS

are worth advertising. Our slogan is *quality*. If you have not used

“WORLD” “HOLLYWOOD”

or

“RELIANCE”

Send for samples and see the qualities.

THE ALBEMARLE PAPER MANUFACTURING CO.

*Makers of Blotting Paper Only*

RICHMOND

VIRGINIA

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**A**BOUT six months ago we booked an order for shipping tags (the cheapest kind we make) for a Company shipping castings and machine parts.

The other day they wanted another lot of tags and we suggested using a tougher tag. It didn't take much to persuade them, as the cheaper tag was not sufficiently strong to carry their heavy merchandise. We are now running their order on a four grade better tag.

Let us check up your tag situation.  
Samples of all kinds on request.



**SOUTHAM'S**  
SHIPPING  
**TAGS**

PRICES  
ON ALL GRADES  
IN STANDARD  
OR ODD SIZES  
ON APPLICATION.

**SOUTHAM LIMITED**  
**MONTREAL**

Ticket, Tag and Label Department

# DECIDE NOW

AND SEND FOR THESE ASSORTMENTS  
READY SELLERS LARGE PROFITS

We put up these sample assortments with great care  
THEY CONTAIN ONLY PROVEN SELLERS

## Calendars

Sample Assortment - \$9.45

72 Calendars, all different, all with local views of your town, some hand painted, others trimmed with metal bells, ribbon, etc., etc.

They sell retail at 10, 15, 20, 25, 35 and 50 cents.

The 72 cost you \$9.45

They sell for \$18.60

In ordering, send 4 or 6 views or postcards to copy.

## Xmas Novelties

Sample Assortment - \$9.45

72 pieces, all different, including burnt leather and wood novelties, decorated card and silk articles, etc., photo frames, tie racks, hat pin holders, match holders, etc., etc.

They sell retail at 10, 15, 20, 25, 35 and 50 cents.

The 72 cost you \$9.45

They sell for \$18.60

## Pyrography

Wood stamped for home burning

Sample Assortment - \$10.70

52 pieces, all different, including one outfit, boxes, panels, tie racks, match holders, pipe racks, photo frames, etc., etc.

They sell retail at 10, 15, 20, 25, 35, 50, and 75 cents and \$1.00.

The 52 pieces cost you \$10.70

They sell for \$19.85

NOTE THE PROFITS - THEY ARE WORTH WHILE

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Every article we sell we manufacture

Manufacturers of Leather  
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# YOUNG BROS.

107 and 109 Church St.

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American Branch

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The Higgins' Inks and Adhesives are in a class by themselves. They are the best goods that original thought, conscientious workmanship and sustained high ideals can produce. They are largely imitated but never equalled. They give unvarying satisfaction to consumers and dealers, and every unit is backed by our absolute guarantee. PRICE LISTS AND DISCOUNTS ON REQUEST.

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BROOKLYN, N.Y., U.S.A.

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TRADE

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**M**ADE in all sizes, rulings and bindings to meet every requirement of the accountant. They contain paper of extra fine quality—the best products of the Holyoke Mills being used for the purpose.

The National Line also includes a wide variety of Loose Leaf Ledgers, Price Books and Memorandums.

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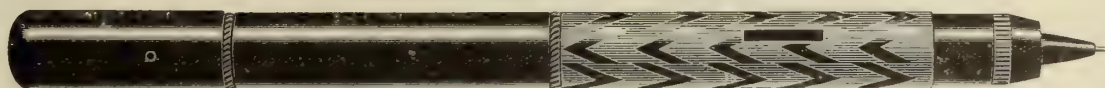
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A PERFECT

Retails at \$1.00

# SELF-FILLING STYLO PEN

PATENTED THROUGHOUT THE WORLD



**STEWART'S SELF-FILLING STYLO** is manufactured on the natural principle of a syringe. The barrel is fitted with a vulcanite plunger, with a specially prepared cork attachment. To fill the pen it is only necessary to immerse the point in ink and draw out the piston rod, the pen is then filled ready for use. The sectional part is so constructed as to admit of the ink being drawn into the barrel, and for the air to enter to automatically regulate the flow of ink. A patent ink trap in the section prevents the possibility of leaking. The point is made of platinum, and is of the finest quality, and the spring needle is specially designed to give a perfect flow of ink without flooding.

## STEWART'S SELF-FILLING STYLO (Patented)

Branded with Customers' own names for quantities of one gross and upwards

PATENTEES AND SOLE MANUFACTURERS:

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## WILLIAM MITCHELL'S

POPULAR PATTERNS!  
BEST QUALITY!  
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## PENS



The Canadian Catalogue Shows  
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THE NEW LONDON ADDRESS IS  
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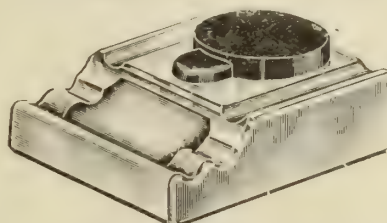
REGISTERED OFFICE AND MANUFACTORY  
Washington Works, BIRMINGHAM

WILLIAM MITCHELL (PENS) Ltd.

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"Just enough ink to ink the pen."

Small  
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Shows  
Our  
No. 25



Large  
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Shows  
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Retail  
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75c.

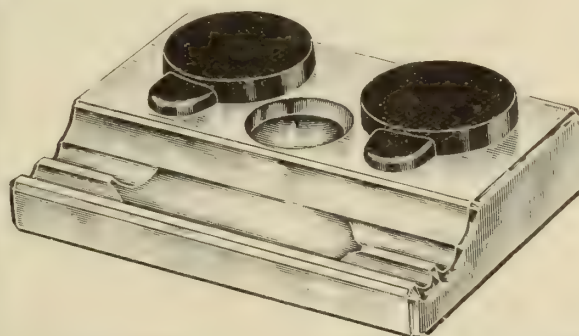
Retail  
Price  
\$1.25

Victor Inkstands keep ink clean and liquid, having an extra large capacity with only a very small exposure to the air. Easy to clean and fill—cannot upset; covers move so easily that they can be opened and closed with the pen point.

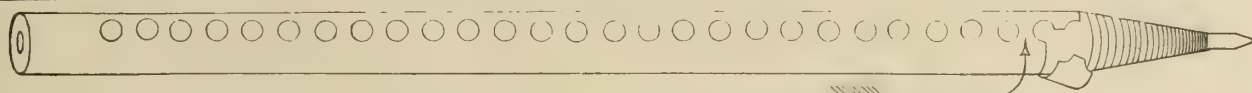
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CUT BETWEEN HOLES AND UNWIND.

To sharpen, cut one thickness of paper *between* the holes, as indicated, and unwind.

## Blaisdell Paper Pencils

These are the three great features which distinguish Blaisdell Paper Pencils and which have made for them a permanent place in the regard of pencil users. They are always ready. They waste no lead, nor do the points break, and no time is lost in sharpening. The points are always uniform and symmetrical in contrast with the rough irregular point of the knife-sharpened pencil. As Blaisdell Paper Pencils are easily and quickly sharpened with a pin or a sharp instrument, they are splendidly adapted for ladies' use. Get with the successful dealers and stock this line. The crayons are made in nine leading colors. For Sale by the Wholesale Trade in Canada.

# Fancy Leather Goods

We make an extensive line suitable for dealers in Fancy Goods, Stationery, Haberdashery, etc.

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**C. F. Rumpp & Sons**

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## "Sports" Playing Cards

The Best Value in the Market

One of Many Varieties



LACROSSE DESIGN

Leaders in a second grade

Good Luck and St. Lawrence

Special card for whist players Colonial Whist  
We are headquarters for Playing Cards—Made in Canada—Style and finish equal to Imported Cards.

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FOR SAMPLES AND PRICES APPLY

**CONSOLIDATED LITHOGRAPHING AND MANUFACTURING CO., LIMITED**

Successors to The Union Card and Paper Company, Montreal.

## Every Man with a Fountain Pen

NEEDS THE



The only clip that gives entire satisfaction

Steel, 5 cents

German Silver, 10 cents

Rolled Gold, 25 cents



Show Cards for counter display, 1 doz. to 3 doz. clips on card, according to style of clip. Sells on sight

Discount to the Trade on application.

**Consolidated Safety Pin Co.**

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## Representative Wanted for Canada

Good opening for a hustling young manufacturers' agent to take over the representation of a number of American houses in Canada. Write, giving all necessary qualifications, etc., to

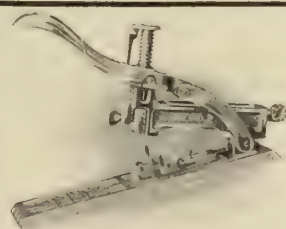
**Box 777, Bookseller & Stationer, 10 Front St. E., Toronto**



## THE FACT

that we are supplying the two largest cities in America and the U.S. Government with solid crayons is evidence that the best and cheapest are made by

**The Standard Crayon Mfg. Co.**  
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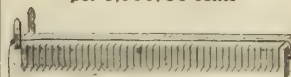
### The Acme No. 2 Binder

This is a machine that drives a flat staple that *holds*. It penetrates the thickest and toughest paper and will not tear the thinnest. Easy and convenient to work and will not get out of order, because it is simply made.

The price is *moderate* and is one of the least inducements that will sell it to the busy office worker.

Ask your jobbing house about it.

Staples (No. 18) 5,000 in a box,  
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All kinds of goods for artists: Crayons, Oils, Mediums, Easels, Studios, &c

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|                                |           |                |
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| CAPITAL                        | - - - - - | \$1,400,000.00 |
| ASSETS                         | - - - - - | 2,182,753.85   |
| LOSSES PAID SINCE ORGANIZATION | - - - - - | 29,833,820.96  |

**WESTERN** Incorporated 1851  
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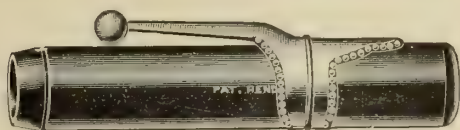
Assets over - - \$3,570,000

Income for 1906, over 3,609,000

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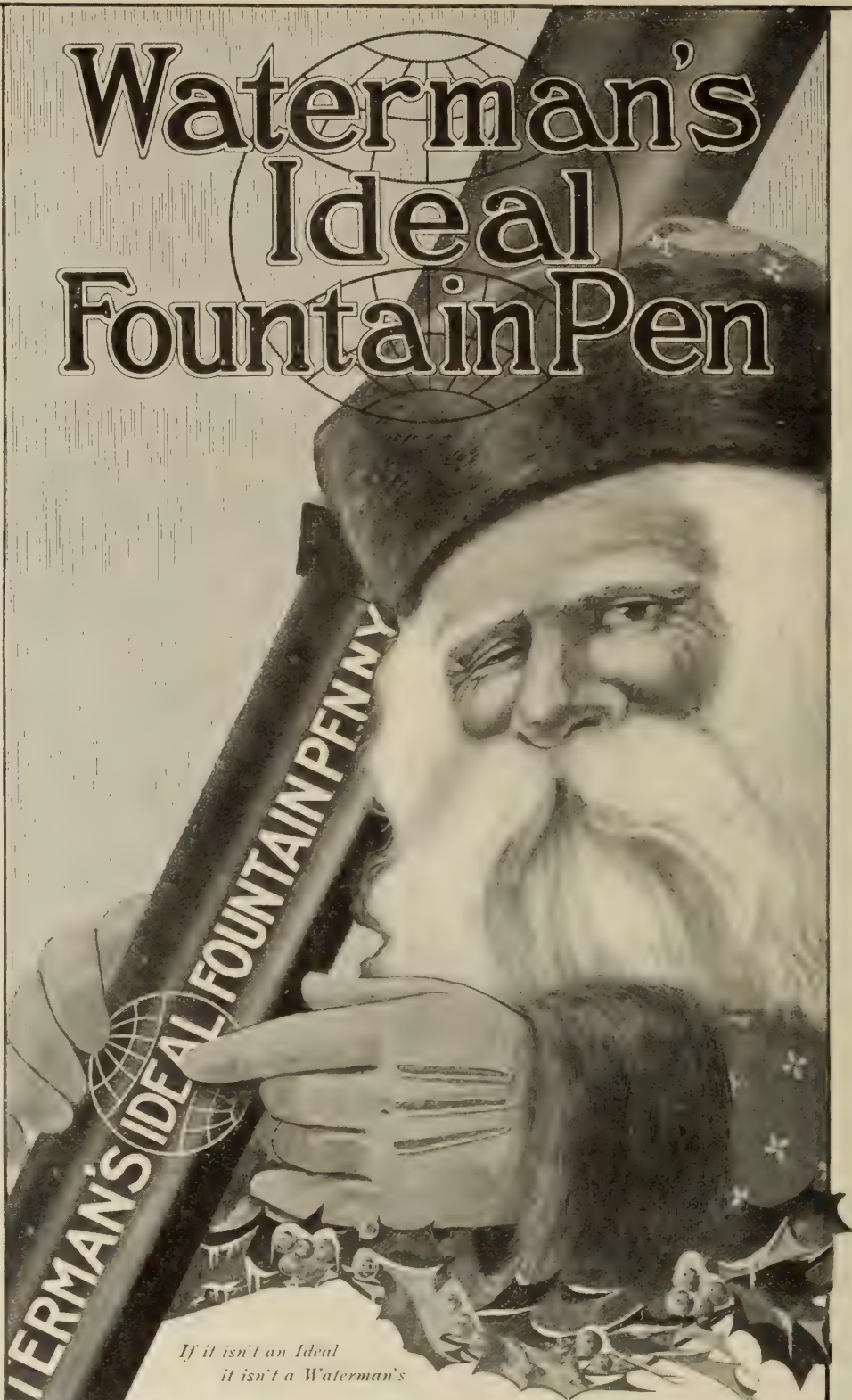
# Waterman's Ideal Fountain Pen



**PLAIN**  
No. 12 - \$2.50  
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Clip on Cap  
Extra—  
German Silver 25 cents  
Sterling Silver 50 cents  
Gold Filled \$1.00  
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*With Holiday  
Gift Boxes*



*If it isn't an Ideal  
it isn't a Waterman's*

## The Effect of Twenty-Five Years of Advertising

The advertising of Waterman's Ideals has continually increased with their sales. This year our Christmas Gift publicity, of which the above is a counterpart, will be the largest campaign ever conducted. The quality has always been maintained on the highest plane of perfection and new lines and styles added until, to-day, every demand that may arise can be fulfilled from this one standard line. The millions of users of Waterman's Ideals are the permanent advertisers of the pen. Replenish your stock at once and receive the sales benefits of our national campaign for this one universal gift line.

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**STERLING  
SILVER  
FILIGREE**

No. 412 \$5.00  
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Clip on Cap  
Extra—  
German Silver 25 cents  
Sterling Silver 50 cents  
Gold Filled \$1.00  
Solid Gold \$2.00

*With Holiday  
Gift Boxes*



# Bookseller and Stationer

and Canadian Newsdealer

A monthly journal devoted to the interests  
of the Bookselling and Stationery Trades

Subscription: One Dollar a Year  
Single copies : : Ten Cents

Vol. XXV

TORONTO, CANADA, NOVEMBER, 1909

No. 11

## Encouraging Convention Held by the Canadian Trade

Third Annual Meeting of the Canadian Book, Stationery and Publishing  
Trades Association—Important Steps Taken to Build Up the Organ-  
ization — Several Prominent Men Speak at the Trade Dinner.

TORONTO, OCTOBER 26.—The third annual convention of the Canadian Book, Stationery and Publishing Trades Association, brought to a close to-day, marks a forward step in the progress of the organization. Apart from the fact that the convention was the most interesting and successful ever held, steps were taken at it to enlarge and develop the Association, which will make it a real power for good in the trade.

The attendance was representative of the best elements in the bookselling business. The proceedings were marked by a desire to accomplish something and the entertainment features were enjoyed by everybody.

### The First Session.

President Cloke took the chair at 2 p.m. yesterday, (Thanksgiving Day), and the proceedings were opened in the usual way by the reading of the minutes of the last annual meeting. Then followed the Secretary-Treasurer's Report. The secretary pointed out some of the difficulties he had had to contend with, in the apathy of the trade on the one hand, and in the limited time he had at his disposal to give to the affairs of the Association. He referred to the work of the Executive Committee in arranging to admit the publishers and wholesalers to membership and to the efforts which had been made to induce the Education Department to relieve the difficulties of the trade. He further explained the steps which had been taken by the Association to show the Department how seriously the booksellers had been injured by the reader contract with the Eaton Co.

The financial statement showed a small balance to the credit of the Association.

### President's Address.

Mr. Cloke then delivered the presidential address. He expressed gratification at the encouraging attendance, being particularly pleased to note the presence of a representative from the Province of Quebec. He hoped to see at future meetings representatives from all parts of Canada. He reported that he had called on the Minister of Education and had done what he could to secure satisfaction for the trade but without avail.

He pointed out that while the trade had great cause for thankfulness in the prosperity of the country, yet the book trade was not securing the advantages it should, because of a lack of organization. There was hardly an item of merchandise but what the price of it had gone up, with the exception of books. Books were cheaper and

to-day a book could be purchased for 25 cts. which used to be worth 60 cts. In England they were trying to put a stop to these cheap editions. Cheap books were a detriment to the trade and not an advantage.

The cost of selling goods was at least 25 per cent. This was a conservative figure. Publishers should give a third off. Eighty-four cents should be the highest prices for a \$1.25 book.

Mr. Cloke felt that there should be a local organization in every town, village and city in Canada. He would take as their motto "Proper prices, proper profits, proper protection."

### R. J. Edgar's Paper.

R. J. Edgar, of Owen Sound, who had been invited to address the booksellers on "The Department of Education and the School Book Question," was unable to be present but sent in a paper on the subject which was read by the President. In his paper Mr. Edgar commenced by explaining that his criticism of the Department was aimed at their policy of changing text-books without due notice being given to the public. His desire was for a square deal to all concerned. "The bookseller does not deserve persecution from the Department, but on the other hand he should have all the assistance righteously obtainable from the Minister of Education. Why so? Because in the first place he ranks well in any community. He is coeval with the revival of education, and as a landmark of civilization he may be said to be the outcome of the printing press. He has no monopoly, his income is not fabulous, he is a necessity rather to be nourished, then crushed by an enlightened Educational Department."

Mr. Edgar took issue with the Deputy Minister, who had asserted that the department were not responsible for the dealings between the booksellers and publishers, which were carried on with regular trade conditions. He asked if authorized school text books, the sale and price of which were controlled by the Department, were under regular trade conditions. Most certainly they were not.

### Poorer Books.

He also took issue with the statement of the Department that "our chief object is to produce larger, cheaper and better books," contending that while they might be larger, they were really not cheaper and certainly not better books. "Is there any comparison of Eaton's Primer and First Book, with the discarded Morang Part I and Part II? The readers are not cheaper and better but on

the whole dearer and inferior as would naturally result from the huge advertising scheme of the publishers."

The Department had promised to find out why the publishers of the readers had been unable to supply the demand but as yet they had not done so. Mr. Edgar did not blame the publishers for the delays but he did blame the Education Department, who should have given the contract to a bona fide publishing house with some experience of the supply and demand.



J. G. CLOKE, HAMILTON  
President 1909-'10.

Mr. Edgar referred to the Deputy Minister's statement that school boards might by resolution continue the old books in use and the minister's announcement that the boards had been notified to this effect in July. This was not the case in Owen Sound at any rate.

In the United States the Government furnish a new book to all for the exchange of an old text book. This principle might well be considered for Ontario.

"A gross injustice has been done the people of this province through the mistakes made by the Education Department and the bookseller has been the chief sufferer," concluded Mr. Edgar.

#### General Discussion.

A general discussion followed the reading of Mr. Edgar's paper. G. W. Solman, M.P.P., Chatham, felt that the Association's appeals to the Department had not been altogether in vain. He believed that it had stopped public tenders. Since the letting of the reader contract, the other new books had been given to legitimate publishers. He believed that there was very little danger of any more books going to the Eaton Co. He believed that 20 per cent. on school books was a pretty good discount. It was at least better than free distribution.

J. Taylor, Hanover, did not consider 20 per cent. a sufficient discount, when the cost of doing business was from 20 to 23 per cent. and even higher. There was no money in handling books at the price. Express rates added immensely to the cost. Then there were always poor people who had to be supplied with books for nothing. The government should either relieve the booksellers altogether of the work of distribution or else give them a decent profit. He was opposed to the principle of free distribution and believed that the children should own their own books.

A. T. Chapman, Montreal, felt that discussion would be better if pointed. He would like to see a resolution introduced. For the government to require the publishers to sell single copies at the trade discount was absurd and illogical. It should not be allowed for a minute.

A. L. Geen, Belleville, believed that all this talk about the school book business was giving the Eaton Co. too much publicity. He pled for united action with other trades in securing relief.

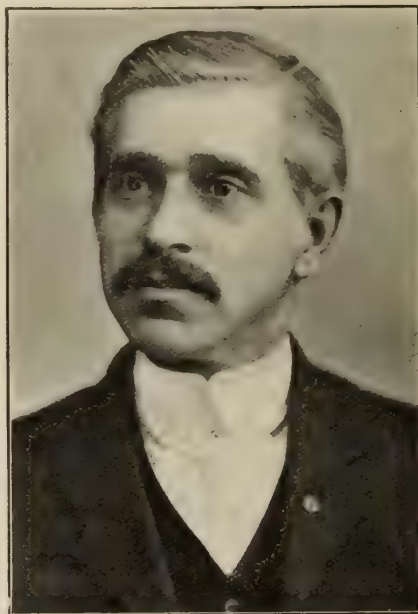
M. G. Hay, St. Thomas; C. L. Nelles, Guelph; Geo. Mason, Wingham; and Henry Button, Toronto, also spoke, and finally a vote of thanks was passed to Mr. Edgar for his paper. This brought the afternoon session to a close.

#### The Banquet.

At 6.30, the members, having been joined by a number of the publishers, wholesalers and travelers sat down to a fine repast in the private dining-room of the hotel. At the head of the table were seated Hon. W. L. Mackenzie King, Minister of Labor; Controller Hocken, Toronto; J. S. Willison, editor Toronto News; Geo. H. Locke, Public Librarian; D. C. Hossack, Toronto; Mr. Ellson, editor the World, and Richard Brown, the dean of the trade. After the viands had been disposed of, the toast list was proceeded with. The King's health was first honored and then the company drank to the health of the guests.

Hon. Mackenzie King responded in an eloquent speech in which he pointed out the responsibilities of the booksellers and the opportunity which was theirs to mould the thoughts of young Canada. He was followed by D. C. Hossack and George H. Locke, both of whom spoke on a high plane, encouraging the booksellers to greater effort.

The toast to the Press was introduced briefly by Henry Button, manager of Cassell & Co., J. S. Willison, editor of the Toronto News responded, followed by Editor Ellson, of the World.



A. H. JARVIS, OTTAWA  
Vice-President 1909-'10

The Travelers, the Trade and the Association were toasted in turn, among the speakers being George Mason, of Wingham; Richard Brown, of Toronto; G. W. Sulman, M.P.P., Chatham; M. G. Hays, St. Thomas; C. L. Nelles, Guelph; B. G. Hay, Toronto. The evening was



brought to a conclusion about eleven o'clock, every one expressing delight at the good things provided.



## TUESDAY MORNING.

A short session of the Executive Committee was held at 9.30 and the general meeting opened at 10.15. The first item of business was the presentation of resolutions.

Resolution No. 1.—That the following statement be presented at once to the Hon. Minister of Education,—The booksellers and stationers of Canada in annual session assembled have passed the following resolution and submit it to you trusting that you will grant their request. "That the clause in the text book contracts compelling publishers to sell their books by the single copy at the twenty per cent. discount be eliminated and that they be allowed to charge published prices for the books in quantities less than twelve copies."

Moved by A. A. Perry, seconded by John L. Wideman, that this resolution be adopted. Carried.

Resolution No. 2.—That we the bookseilers and stationers consider the time has come when the wholesale trade and jobbers should make all invoices F.O.B. Toronto, as it is not justice to the retailers that cases and cartage should be charged on merchandise at the point where goods are purchased.

Moved by C. W. Wood, seconded by F. H. Chapple, that this resolution be adopted. Carried.

Resolution No. 3.—That we deprecate the fact that the wall paper manufacturers in Canada have combined in such a way as to harrass the trade and raise the price of their products unduly and believe it would be in the best interest of the trade and the consumer if there was competition among the factories and believe that the combination should either be dissolved or the Association petitioned by Executive Committee and holds office under them).



A. T. CHAPMAN, MONTREAL  
Member of Executive

tion the government to lower the rate of duty on wall paper.

Moved by G. W. Sulman, seconded by George Porter, that this resolution be adopted. Carried.

## Election of Officers.

The election of officers was then proceeded with and resulted as follows:—

President:—J. G. Cloke, Hamilton.

Vice-President:—A. H. Jarvis, Ottawa.

Executive Committee:—G. W. Sulman, Chatham; John F. Sifton, London; C. L. Nelles, Guelph; Wm. Tyrrell, Toronto; A. T. Chapman, Montreal.

Secretary-Treasurer, W. A. Craick, Toronto. (Ap-



G. W. SULMAN, M.P.P., CHATHAM  
Member of Executive

pointed by Executive Committee and holds office under them).

## Addresses.

Four excellent addresses were now delivered before the Association. The first speaker was George H. Locke, Toronto's Public Librarian, who pointed out how the Public Library, properly understood and properly managed, was a great help to the bookseller, teaching a love of books to the public.

Mr. Locke was followed by A. F. Sheldon, of Chicago, the great authority on salesmanship, who took this vital problem as his subject. For over half an hour he held his hearers' closest attention, as he threw new light on the important part salesmanship holds in any business. This address alone was worth coming to Toronto to hear.

Weston Wrigley, secretary of the Retail Hardware Dealers' Association spoke next, explaining lucidly some of the ways in which his Association works up interest in its annual convention. A. T. Chapman of Montreal was the last speaker and he gave his listeners some admirable pointers.

## What is Being Said.

Some of those present at the meeting have taken the trouble to write to the secretary on their return home to express their appreciation of the convention. All these letters indicate a very general satisfaction with the arrangements and with what was accomplished. From which, it is evident that the Association is very much alive and will be heard from in the future.

## Another Shot From Mr. Mason.

W. A. Craick, secretary—"After thirty years of experience as a "philanthropic" and professional benefactor of the human race in the bookselling business, I feel that

I have been strongly identified with the turtle variety and have only just poked my head out through the hard shell of exclusiveness, and the banquet "done" it. Mr. Ireland, of Owen Sound, in writing the other day, in reference to the government's action in the school book matter said: "We are in the soup," so I have been thinking since I got your note that if we as booksellers had all been in Toronto on the evening of the 26th and had the Prince George's soup into us we would get some inspiration and become a power which the government would have to reckon with, but the fact is in a great measure we have local jealousies, also a spirit of indifference to our own welfare, and heretofore not being properly united our demands are refused by the autocrats of departments. There is no trade in Canada to-day which is harder hit from every side. What with the government and a hundred and one other circumstances to combat, the trade is in a bad way; were it not for selling hair pads, pins, needles and soap, where under the canopy of heaven would we be? perhaps politicians—which would be worse. However, I was impressed with the members of the trade at the convention, not a job lot, but worthy citizens of a great country, and I trust, sir, that your efforts in conjunction with Mr. Hay will make the Association one of the best in Canada, I would say to my brethren of the trade and others who handle the goods as a side line, to help build up the Association by influence, by presence at meetings and by financial assistance, as guns cannot go off without powder.

GEO. MASON."

#### Still Other Enthusiasts.

Albert L. Geen, Belleville.—"Permit me to thank you for the successful and enjoyable gathering of the booksellers and stationers in Toronto on Thanksgiving Day. I am fully persuaded that such conventions are of great benefit to merchants. They tend to broaden our ideas and to strengthen that good fellowship which should exist among us. We had many good things but what I enjoyed most of all was the practical address of Mr. Sheldon. I am satisfied that if we had a union of all branches, our 'P(a)yne' could be relieved."

J. G. Cloke, Hamilton.—"Convention was the best we've ever held, the attendance was good, every session was full of interest, the address and speeches were inspiring and helpful. All present seemed to take a lively interest in the proceedings. The banquet was a great success."

J. R. Wells, Hamilton.—"I enjoyed and appreciated the meetings and dinner held in Toronto last week. Although, only a two year old member, the Association has been a decided benefit to me, in many ways. As regards the convention, anyone connected with the trade, would have enjoyed the breezy speeches of the various members, variety of subjects handled by men of wide experience, and the good comradeship shown by all. The dinner will long linger in my memory as a profitable and pleasing function, these occasions being helpful to gather data as regards trade conditions generally."

John F. Sifton, London.—"The increased attendance at all the business sessions, and the discussions of the various items of business show that the booksellers are alive and up-to-date as they should be. I know I am glad that I spent the two days at the association and will look forward to next year, hoping that our membership will be at least three hundred, and that one half of them will attend the annual meeting. Regarding the social end, it was everything that any one could desire. The speeches at the banquet and at the open meetings of the Association

were excellent, and every bookseller, that attended could not help coming away from there knowing that his time and money had been well spent."

J. Taylor, Hanover.—"I debated considerably in my own mind whether going to the annual meeting was worth the time and expense, particularly as I was very busy anyway. I finally concluded on Saturday evening that I would go once more, and I am more than glad that I did. I have come home better satisfied with my calling, and larger ideas, and higher ideals that I shall strive for the fulfilment during the next year. If the Association can offer as good a programme for next annual meeting (and I personally think it will be much better), I would not miss it if I could possibly be present."

Charles L. Nelles, Guelph.—"As one of those who assembled in Toronto on Thanksgiving Day I must say that the two days were extremely profitable and the speeches and remarks heard at the meeting were such that I feel better for them and come back with new ideas and plans for my daily work. Those who did not attend have missed the best event in the history of the Association and now that the organizing has been thoroughly arranged, it is my earnest hope that next year will see the booksellers with such a strength behind them that they will be able to arrange and rectify a number of things that are at present detrimental to the success of trade."

John L. Wideman, St. Jacob's.—"When I got the notice about the meeting and when I saw that the editors of the Globe and the News, along with Mr. King were to be among the speakers, although it was short notice, I at once decided to attend and I do not regret doing so, as I felt myself more than repaid, after listening to the speeches of the aforesaid and others at the dinner. And then again next day the two addresses by Mr. Locke and Mr. Sheldon, more than repaid all of us, besides the general discussion and information at our meetings. I also greatly appreciated the getting acquainted with others in our trade."

Miss A. Goodeve, Woodstock.—"I was very much impressed with the idea of how much may be done in unity. If there had been more there I am sure they would have been benefited by listening to and taking part in the discussion that took place on subjects of interest to all booksellers. I very much enjoyed listening to the able addresses provided for our entertainment."

G. W. Sulman, Chatham.—"I have attended many conventions of different kinds, but have never been at one as enthusiastic as the one we held Monday and Tuesday. The addresses that were presented to those present would amply repay any bookseller in the Dominion to attend at Toronto to hear them and I believe that I got more lasting good out of the Association this year than I have ever received from any other one quarter before. I cannot understand why every bookseller and stationer in Canada does not join this Association and receive the benefits which it is now giving and which are bound to increase as the society enlarges."

W. W. Portq, Brighton.—"I wish to express to you the pleasure and satisfaction I derive from attending the convention of booksellers and stationers. And I have been thinking if all the booksellers knew how much they missed the membership would be many times larger. The time and money spent is a good investment. The exchange of views and opinions of a lot of intelligent men engaged in the same line of business is certainly beneficial. Some of the speeches were really inspiring and the social side of this convention is most enjoyable, and the trade dinner was certainly a success."



## Personal Studies and Impressions.

George Mason, of Wingham! When everything else about the convention fades away, when the great and glorious dinner is finally digested, when even the name of Pyne sinks out of sight, the memory of George Mason, of Wingham, will survive and glow warmly in the minds and hearts of all present. The jovial smile, the short crisp sentences, the telling pauses, will be recalled with pleasant remembrance in the years to come. Mr. Mason's speeches at the afternoon session and at the banquet were the features of the day.

The hearty laughter of George Sulman, M.P.P., of Chatham accounts for many things. No wonder the people of Kent were unable to resist him. No wonder he won the riding by a big majority. To see him lean back in his chair, close his eyes and laugh at the sallies of his friends was enough to inspire even the most pessimistic of men. "Depose Pyne and enthrone Sulman" might well be taken as a slogan for the Ontario booksellers. They would then get a hearing at least.

The Quebec representative on the 1909-1910 Executive, A. T. Chapman, of Montreal, won golden opinions from all present for the sane way in which he viewed the various problems that came up for discussion. Mr. Chapman is a bookish man both in looks and in attainments. He has a keen appreciation of his wares and believes in elevating the bookselling business to a high plane of usefulness. The impression he made on his hearers was excellent.

M. G. Hay, of St. Thomas, the only bookseller who has been known to retire with wealth from a precarious calling, was present. What that means can only be appreciated by those who know him. A booksellers' meeting, without the genial presence of Moray Hay, would be a fizzle. His offer to act as organizer for the Association without any remuneration, is just a sample of his kindly nature. It's up to the booksellers now to help Hay "make hay while the sun shines."



GEO. H. LOCKE

Public Librarian, Toronto, a Speaker at the Convention

That J. G. Cloke, of Hamilton, can fill the presidential chair to the satisfaction of everybody was amply proved by his re-election to office. He simply had to take it, despite his strenuous wriggling to get out of it.

He had an idea that he had been unworthy of the position, had not done his duty, etc., but he was presently convinced that the members thought quite otherwise.

"Button, Button, who's got the Button?" was a game that everybody enjoyed. It added zest to the convention. As a result the House of Cassell became much better known to all present.



JOHN L. WIDEMAN, ST. JACOBS

An Interested Visitor to the Convention

An interesting personality at the convention was John L. Wideman of St. Jacob's. This hale and hearty old gentleman is a native of Markham, where he was born in 1833. He lived on a farm for the first sixteen years of his life and then worked for two years as a carpenter. He went to St. Jacob's in 1852 as a clerk in Geo. W. Eby's general store and in 1854 started business with two others as Yost, Winkler & Wideman, general merchants. In later years he carried on a general business by himself and at present he conducts a drug and book store. From 1865 to July 1 of the present year, he held the office of postmaster of St. Jacob's. He has held many municipal offices and is in fact one of the grand old business men of Ontario. He believes in the benefits of travel and last summer took an extended trip to the Pacific Coast.

## THE INGENUITY OF ROBERT BARR.

A good story is told of Robert Barr, who was years ago known only as a humorist and newspaper writer. He visited a national political convention at Chicago as correspondent for his newspaper. Having generously given away his admission ticket to a lady of his acquaintance, he was at a loss to get into the building. At length he went to a neighboring shop, borrowed a tattered coat and a pair of overalls, and with an old pailful of sloppy water walked triumphantly past the doorkeepers, who thought he was an attendant. He meant to keep the pail as a souvenir, but it became lost in the crowd.

John Mills, Limited, is a new incorporation to acquire and conduct the business of John Mills, London.

H. Schooley's book store, in Brampton, was destroyed by fire on Nov. 10.

## NEWS FROM CANADIAN CENTRES— Trade Outlook is Good—Organization Probable in Winnipeg—School Book Grievances in Ottawa— Stock-Taking Completed in Montreal Stores.

### MONTREAL.

Montreal, Nov. 8.—October business is reported by local booksellers to have been better than during this period last year. The college openings were responsible for large sales of text books—and the general book and stationery trade has been more active than usual. The outlook for Christmas and holiday trade is exceptionally bright, as financial conditions are much easier at present than during the past two years.

Stocktaking was the order of the day in many of the large St. Catherine Street bookstores. This served to weed out many undesirable and slow selling titles, a thing which happens in the best of regulated stocks. Quite a number of bargain sales were advertised in the daily papers, and in conjunction, windows were used as one of the cheapest and most effective forms of attracting trade.

Initial displays and arrangements of current fiction were commendable in most stores.

Throughout the month of October, Robt. W. Chamber's interesting story, "The Danger Mark," ran neck and neck with Rex Beach's "The Silver Horde." The fact that a dramatization of Rex Beach's "The Barrier" was recently performed here with great success at one of the principal theatres, served to bring this author's name prominently before the Montreal public.

"The Ballads of a Cheechako," although not among the new books for the month, continues to command a brisk demand—which promises, in time to surpass his work, "The Songs of a Sourdough"—as far as sales are concerned. E. P. Oppenheim's new book "Jeanne of the Marshes," is also prominent as a seller at present, as is "Stradella," Marion Crawford's new book. "Truxton King," by Geo. B. McCutcheon, is to the fore, while the demand for "Northern Lights," by Sir Gilbert Parker, is coming along rapidly now that the work is becoming more generally known. Louis Tracy also has a new book launched upon the market, titled the "Stowaway." There is no doubt, that once this book becomes known it will prove a rapid seller.

### AFFAIRS IN WINNIPEG.

Winnipeg, Nov. 8.—The extension of the Robinson & Co. department store necessitated the removal of John A. Hart's book and stationery business to a new store a few doors north. This store is being equipped in an up-to-date manner.

The local stationery trade is keeping up well. The grain business improves the stationery business each fall in a marked way, as new sets of books are issued annually for this work.

Wholesalers report business brisk in all parts of the west. The demand for school books has been heavy. Christmas goods are being stocked now by the retail trade. Owing to shortages last Christmas, orders are heavier than ever.

Text book sales have been excellent this fall. The prosperity of the country has increased the number of students at the colleges and there have been additional courses in electrical engineering, political economy and history inserted in the University curriculum.

"The Romantic Settlement of Lord Selkirk's Colonists," by Dr. George Bryce, is taking well here, in view of the interest created in the coming Selkirk Centennial Exhibition.

Russell, Lang & Co., have made a great success this fall with college pennants. They have also handled a City of Winnipeg pennant with success.

J. S. Clark, secretary (pro tem) of the retail merchants' association, has been instrumental in getting local booksellers and stationers to join the association. Already the booksellers have been convinced that it is a step in the right direction. There are several matters which they feel must be adjusted at once in order that their rights might be preserved. It is proposed to have the retail booksellers and stationers organize as a body section to work in harmony with the larger association. The other branches of trade, such as the grocers, hardware merchants and butchers, have sectional organizations and find it quite advantageous. The booksellers will no doubt agree to the policy when Mr. Clark approaches them on the subject.

### NOTES FROM THE CAPITAL.

Ottawa, Nov. 8.—The inconvenience caused by the delay in publishing the new school books is being experienced in Ottawa the same as in other cities and towns. It seems a great pity that when the books are authorized they cannot be supplied in sufficient quantity to meet the demand.

Not long ago a stroll into an Ottawa bookstore would reveal the condition of affairs as regards these school books—readers and spellers. Bright-faced, ambitious, earnest, industrious boys and girls eager to procure the new means of study were continually told that the same could not be supplied owing to non-receipt from the publisher. One proprietor stated that he actually lost five hundred dollars by not having a sufficient supply of these books.

When interrogated concerning the ordering of only a few copies at a time, he intimated that no bookseller cared to stock his shelves with a pile of these books, which in a comparatively short time might become obsolete and thus prove a source of loss to him. One gentleman stated that he intended going out of the school book business entirely as there was no profit in it.

In this respect it appears but fair to the publisher, the wholesaler, the retailer and the student that some definite assurance be given by the Education Department at the time of issue as to what period that issue will cover. In this way the stores could stock a number deemed adequate for the demand anticipated during the said period. For as one stationer remarked, the publishers also do not care to print any unnecessary copies, for these mean a corresponding loss to them. Naturally the first cost is not as great as the subsequent costs, but nevertheless all semblance of tendency to loss should be dispelled.

Some of our Provincial statisticians might be employed by the Government to provide expert suggestions as to the probable requirements for a given period, and then the Department of Education could furnish the publisher with some good, sound, basic material to work upon. In case of emergency, to meet extra requirements, the plates could be kept for a certain length of time, and reports received periodically from the publishers and wholesalers as to the sale of the books. It is up to our Provincial parliamentarians to devise ways and means to promote the interests of the business man and the student.



Hallowe'en masks were in greater evidence this year than for some time. Many of the windows provided serious discussion for the young folk.

The idea of drawing attention to special trades books should promote business with the various mechanics. "The Bookstore" frequently advertises books for carpenters, masons, electricians, etc. These men require pointers on their labor the same as others and they appreciate such announcements. It's one way of securing a special line of patronage.

Several new books have made their appearance among them being, "Forty Minutes Late," by H. Hopkinson Smith; "The Suitable Child," Norman Duncan; "The Stowaway," Tracy; and "The Attic Guest," R. E. Knowles.

Those forming the best sellers are "The Danger Mark," R. W. Chambers; "Calling of Dan Matthews," H. B. Wright; "The Silver Horde," Rex Beach; "The Goose Girl," McGrath; "The White Prophet," Hall Caine; "Northern Lights," Gilbert Parker, and "Actions and Reactions," Kipling.

Miss A. C. Laut's new historical book "Canada, The Empire of the North," has been reduced from \$2.50 to \$2, and in the opinion of local booksellers is still a little on the expensive side. Of course the literary merit may warrant the price, but when one pays two dollars for a book they usually expect a fair return.

## OUTLOOK IN FORT WILLIAM.

Fort William, Nov. 6.—Booksellers and stationers of this city are now busy unpacking new stock and arranging their present stocks in an attractive way. The post-card trade is "holding up" very well, but is much below the summer record. Officer stationery and papeteries are selling well. The book trade is now in the pink of condition. All booksellers report large sales. Conditions are very favorable in Fort William for a large Christmas trade and the booksellers are prepared for it—though some believe their stocks will be pretty low when the rush is over.

## BUSINESS GOOD IN ST. JOHN.

St. John, N.B., Nov. 6.—Among the booksellers and stationers here there is a general activity now in opening up new Christmas goods, and the Christmas show-rooms are being prepared with a view to tempting the seekers after novelties, who will shortly begin their annual buying tours. In going the rounds of the various stores the dealers all report that they have received the bulk of their holiday goods and with many the great question is, how to display them to the best advantage? Several of the dealers have large stock-rooms above the sales department on the ground floor, and now the staple goods are being packed in as small a compass as possible and temporary show tables are being set up and utilized for the Santa Claus goods, converting these ordinarily uninteresting looking portions of the store into a veritable fairyland. All are looking forward to a good Christmas season and heavy stocks have been ordered in consequence.

The business of the late Thomas J. Flood is being carried on by his executors. Hoyt Bros., who opened up an artroom on King Street, after the fire that destroyed Reid Bros.' premises, are gradually increasing their stock, and they report business very satisfactory. They are making a specialty of picture framing and carry a large line of attractive pictures of all kinds.

F. G. Nelson & Co., report that the past few months

have been very satisfactory. There has been an increasing demand for magazines and the new books have met with a ready sale. In photographic supplies there has been a steady demand all summer, but just at present this branch of the business is rather quiet.

Barnes & Co. are showing a very attractive line of Christmas gift cards and booklets on which they print the names of the buyers, and many orders are being booked.  
W. E. H.

## NEW STORE IN ST. THOMAS.

St. Thomas, Nov. 1.—H. A. Turnpenny and J. Earle Curran have entered into partnership as Turnpenny & Curran, and have opened a book, stationery, fancy goods and wall paper emporium at 627 Talbot Street. They have had the store re-decorated throughout, have put in a new front, with 7 foot deep windows, lighted each with 200 candle-power lights, and have installed three 8 feet all glass silent salesmen, 32 sectional bookcases and a newspaper and magazine stand. They have put in a stock of stationery, leather goods, fancy goods, office supplies, books, artists' supplies, games, toys and wall paper. Mr. Turnpenny was for twenty years in the wall paper business in St. Thomas. Mr. Curran has had a long experience in the manufacturing end, having been with the St. Thomas Journal and with various book and supply houses in Toronto. He went into business in Sarnia last July.

## THE USE OF THE RENOUF NAME.

Montreal, Nov. 6.—In 1906 Col. Renouf disposed of his retail business, corner University and St. Catherine Streets, to the Cambridge Corporation Limited, who, up to September 24th, 1909, carried on the business under the name of E. M. Renouf, Ltd. During this time Col. Renouf was the president of the Cambridge Corporation, Limited. On this day he resigned from the board of directors and repurchased the name of E. M. Renouf, Limited, also charter and good will. In the meantime no further business will be transacted under the name of E. M. Renouf, Ltd., or E. M. Renouf.

## STILL A LOYAL FRIEND OF OURS.

Editor Bookseller and Stationer,—Although I am now out of the business of bookseller and stationer, the terrible fire of the 4th of November last having wiped out all my assets by the total destruction of my stock, I desire to continue my subscription to Bookseller and Stationer, so as to keep in touch with the trade. After 16 years in the trade I find a retirement into the two public offices I have held so long very congenial and have not the slightest hankering after a return to the worry and turmoil of trade. Had I done this twenty years ago, it would have been better for me immeasurably. I enclose you one dollar to pay the current subscription.

Pembroke, Nov. 2, 1909. S. E. MITCHELL.

(The two offices to which Mr. Mitchell refers are county clerk of Renfrew and police magistrate of Pembroke. As the former he has officiated at the election of warden forty times, a record held by only one other county clerk in Ontario. During the whole of that forty years he has been present at and during every session and the council has never been delayed one hour from any fault of his. Mr. Mitchell has the records of the county in such shape as to be unequalled within the province for facility of reference. They are all accurately and systematically indexed.—Editor B. & S.)





THE BOOK BAZAAR

## CANADIAN-AUSTRALIAN BOOKSELLER —The Success of P. Blake, a native of Aylmer, in the Antipodes—Runs a Store at Albury, a Railway Centre.

Melbourne, September 21.—One of Australia's most successful booksellers is a Canadian, P. Blake of Albury. Mr. Blake was born at Aylmer in Ontario, but left Canada when quite a young man and settled in Australia. His book store is located at Albury, a town of some 7,000 inhabitants on the borders of Victoria and New South Wales, and on the main line between Melbourne and Sydney. Owing to the change of gauge, all passengers have to change here, so that the station is an important one.

Mr. Blake leases the railway bookstall and takes a very active part in the working of the same, especially on the arrival of the mail trains, and it is certainly not his fault if a passenger should resume his journey without a plentiful supply of literature to while away the tedium of the long journey.

As will be seen from the pictures, Mr. Blake has a fine store and carries the usual stock of a bookseller and stationer, and in addition has an extensive lending library to which are added all new works as published. He also has a special department for the sale of musical instruments and being the sole agents in the town for Edison's records, carries a big range. His average stock of records is 6,000.

Mr. Blake's store is well arranged to suit the comfort of his customers. On entry, one sees a fine display of the latest fiction and up-to-date stationery, and passing through the store reaches the library where he can



THE PHONOGRAPH DEPARTMENT

peruse any of the volumes whilst making his selection. Should, however, the choice of an organ, violin or perhaps Caruso's latest song on a phonograph record be the object of the visit, one passes through the library to the music department. Mr. Blake was delighted to have a chat about Canada with your correspondent. J. M.

## RENOUF COMPANY BUILDS.

Montreal, Nov. 6.—Col. Renouf of The Renouf Publishing Company, recently completed the purchase of a large block of land with buildings thereon at numbers 21, 23, 25 McGill College Avenue. He is proceeding to erect a new building. The foundation has been made such that eventually it will carry a ten storey building. However, for the present, but three stories will be erected. As soon as the building is finished the company will enter the new quarters. The property is just off St. Catherine Street and is situated in a most advantageous position. The cost of the land and new structure will be in the vicinity of \$75,000 for the first three stories and when the building is completed the cost will not be less than \$150,000. The first fire-proof building erected in the uptown district, by the way, was built by Col. Renouf at the corner of University and St. Catherine Streets in 1901. It is known as the Renouf Building.



THE EXCHANGE LIBRARY

## CHANGES IN THE TRADE.

J. A. Osborne, stationer, Rainy River, is advertising his business for sale.

The Western School Supply Co., Regina, have sold out to H. W. Laird.

G. A. Wodehouse, druggist and stationer, Walkerton, has sold out to A. P. Sieveright.

H. C. Douglas, of Edmonton, has secured the business of W. J. Stephenson of Wetaskiwin.

Etienne Roby, for the last thirty-seven years connected with the Beauchemin book and printing establishment, Montreal, of which firm he had become manager, died on November 6, at the age of 54 years, after an illness of six months' duration. He leaves seven children, five sons and two daughters. One of the sons is the Rev. Father Roby, of the Jesuit Order.

J. C. Mullin, Church and Wellington Sts., Alliston, is adding to his present grocery stock, a line of stationery and books.

B. G. Tugham, druggist and stationer, Grassy Lake, Alberta, has sold out to John D. McCrostie.



# HUNT'S ROUND POINTED PENS

THEY  
DON'T  
SCRATCH, BLOT  
OR SPURT

RECEIVED THE ONLY  
**GOLD MEDAL**

THEY  
DO  
WRITE RIGHT  
WEAR LONG

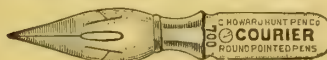
AWARDED TO STEEL PENS AT ST. LOUIS FOR

**EXCELLENCE OF MANUFACTURE  
AND SUPERIORITY OF FINISHED PRODUCT**

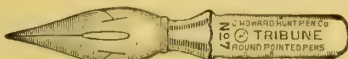
## FOR GENERAL WRITING



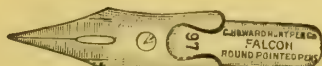
No. 15. GIGANTIC—Firm action. Exceptionally durable writing pen. 90 cents.



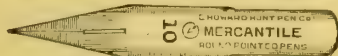
No. 700. COURIER PEN—Medium points. For general writing. 80 cents.



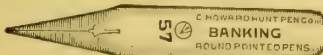
No. 7. TRIBUNE PEN—Medium points. Very popular for general writing. 80 cents.



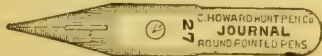
No. 97. FALCON PEN—Medium fine points. Made in colors, white or bronze. 65 cts.



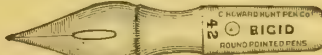
No. 10. MERCANTILE—In white or bronze. Fine pen for general purposes. 75 cents.



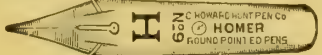
No. 57. BANKING in white or bronze. A popular general writing pen. 75 cents.



No. 27. JOURNAL PEN—Medium points. Good business pen, new. 75 cents.



No. 42. RIGID—Very firm action. Extensively used by Banks and business houses. 75 cents.



No. 9. "H" or HOMER PEN—Medium points. For general writing, new. 80 cents.



No. 46. ELASTIC—Medium point, springy action. 75 cents.



No. 54. STRAND PEN—Elastic action. Medium fine points. 75 cents.

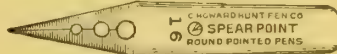


No. 24. LEDGER—Ideal Pen for bookkeeping, correspondence and card entries. Fine point, 80 cents.

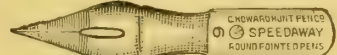
No. 4. ARROW—75 cents

THEY ARE THE  
RESULT OF OUR PROCESS OF  
ROUNDING THE POINTS

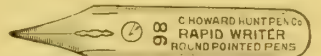
## TURNED UP POINTS AND MANIFOLD PENS



No. 16. SPEAR POINT PEN—Medium fine point, long nib, flexible action. A very desirable pen. 75 cents.



No. 6. SPEEDAWAY PEN—Turned up point, rigid action; holds plenty of ink. 75 cts.



No. 86. RAPID WRITER—Turned up points. For rapid writing. 75 cents.



No. 86 E. F. RAPID WRITER—Turned up point. Finer point than No. 86. 75 cts.



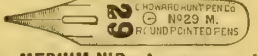
No. 513. GLOBE—Point dented, like a half ball. 75 cents.



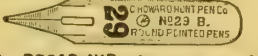
No. 64. TRIPLICATOR—Ideal pen for making clear carbon impressions. Extra heavy steel. \$1.00.



No. 74. MANIFOLD PEN—Very desirable for carbon copies. 75 cents.



No. 29M. MEDIUM NIB—A very superior pen, new. Made in colors, black and white. 75 cents.



No. 29B. BROAD NIB—A very superior pen, new. Made in colors, black and white. 75 cents.



No. 8. DIPT POINT—Very desirable for entering figures. Fine point 75 cents.

No. 26 SUN—\$1.00

## FOR STUB WRITING



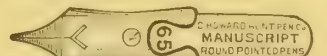
No. 70. TRIBUNE STUB—Medium broad points, stiff action, new. 80 cents.



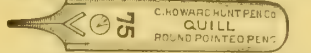
No. 709. COURIER STUB PEN—Medium broad points. A very popular stub, new. 80 cents.



No. 420. REGNUM PEN—Medium stub points. Very smooth writing, special, new; not made of steel. \$1.00.



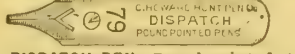
No. 65. MANUSCRIPT PEN—Popular business stub pen. Medium coarse points. 75 cents.



No. 75. QUILL PEN—Medium fine stub. Popular with those who like the old-fashioned goose-quill effect. 75 cents.



No. 38. RECORDER PEN—Medium broad points, slightly elastic. 75 cents.



No. 79. DISPATCH PEN—Broad pointed stub. Chocolate color. Superior engrossing pen. 75 cents.



No. 25. WORLD PEN—Medium stub points. Very smooth writing. Not made of steel. 75 cents.



No. 63. FERN PEN—Medium broad stub points. Excellent engrossing pattern. 75 cents.



No. 30. ROUND POINTED STUB PEN—Nickel-silver plated, embossed R, blued. Most perfect and handsomest stub pen made. \$1.00.



No. 62. VASSAR PEN—Medium fine engrossing points. 75 cents.



No. 1681. PENNSYLVANIA—New Style for general commercial use. Long nibs. 75 cents.

No. 18. F. NAT'L SLANT—\$1.00

Write for show case proposition, "The Great Time Saver," to our sales agents for Canada  
McFARLANE, SON & HODGSON, Limited, MONTREAL



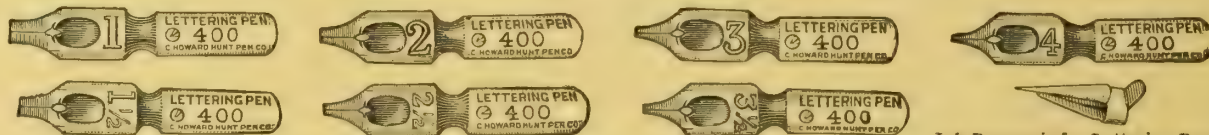
# HUNT'S ROUND POINTED PENS

ALL NUMBERS SILVER PLATED, \$1.00 PER GROSS; GOLD PLATED, \$1.50

## FOR SCHOOLS

- No. 11. SEMI-SLANT PEN—Medium fine point, firm action. Especially adapted to intermediate slant writing. 75 cents.
- No. 12. PRIMARY PEN—An ideal pen for Primary Departments, and all styles of writing. 75 cents.
- No. 55. SCHOLAR PEN—Fine point, flexible action. Adapted to slant writing. 75 cents.
- No. 56. SCHOOL PEN—Fine points, elastic action. For fine slant writing. 75 cents.
- No. 66. VERTICAL PEN—Fine points, slightly elastic; designed for fine vertical writing. 75 cents.
- No. 67. VERTICAL PEN—Medium points, firm action. Most perfect pen for School use. 75 cents.
- No. 68. VERTICAL PEN—Medium points, stiff action. Designed for vertical writing. 75 cents.
- No. 69. VERTICAL PEN—Medium fine points, rigid action. Superior School pattern. 75 cents.

No. 400. LETTERING PENS—Seven different points. \$1.00 per gross.



Ink Reservoir for Lettering Pens.

## SPECIAL STYLES

- No. 102. CROW QUILL PEN—Each pen in a black Japanned Penholder. One dozen pens and one dozen holders on card. \$5.00 per gross.
- No. 73. LAUNDRY—Firm action. Silver metal. Made expressly for marking linen, etc. \$1.00.
- No. 71. MUSIC PEN—Three points, two slits. A perfect pen for making the dash and dot in music writing. \$1.00.
- No. 107. HAWK QUILL PEN—Extra fine point, more stiff than No. 102 and very durable. Each pen in a black Japanned Penholder, and one dozen holders on card. \$5.00 per gross.
- No. 43. NUGGET—A superior metal pen. 75c.
- No. 100. ARTIST PEN—Very delicate point. For lithographers and map drawers. \$1.00.
- No. 72. TWO LINE RULING PEN—Makes two fine lines at once; largely used by bookkeepers and others for ruling. \$1.50.

## FOR BANKS, BUSINESS COLLEGES AND FINE WRITERS.

- No. 47. E. Z. RITER—Fine point. An exceptionally easy action. 75 cents.
- No. 5. DROOP POINT—Rigid action. Good clerical pen. 75 cents.
- No. 20. CENTURY PEN—Very fine points, new. Elastic action. For very fine writing. 75 cents.
- No. 1. FIRST NATIONAL—Medium points, very popular with Banks. 80 cents.
- No. 232. THE BOURSE—Fine point, easy action. One of the best general purpose pens. 75 cts.
- No. 17. SUCCESS PEN—Fine point. Moderate action, excellent for figures. 75 cts.
- No. 96. FINE FALCON—Firm points. Between our No. 97 and 95 in action. 75 cents.
- No. 45. BULLETIN PEN—Medium fine, pleasant action. 75 cents.
- No. 22. EXTRA FINE—Elastic action. An ideal pen for artistic writers. 80 cents.
- No. 44. GRAPHIC—In white or blue. The most popular general writing pen made. 75 cents.
- No. 59. UNIVERSITY PEN—Medium fine, new. Moderate action, very popular. 75 cents.
- No. 21. COMPANION PEN—For fine writing and bookkeeping. 75 cents.
- No. 41. EDDYSTONE—Extra fine point, holds plenty of ink and is a very desirable pen. 75 cents.
- No. 59 E. F. UNIVERSITY PEN—Extra fine point, flexible action. Very desirable for Commercial Colleges and expert work. 75 cents.
- No. 101. IMPERIAL PEN—Extra fine points, triple elastic action. For experts only, where they desire a hair line and heavy shading. \$1.00.
- No. 98. STIFF FALCON—An extra stiff Falcon Pen, medium fine point. Metal heavier and more durable than any other style of Falcon. Satisfaction guaranteed. 75 cts.
- No. 3. STATE—The pen of pens for posting and fine figures. 75 cents.
- No. 99. DRAWING PEN—Extra fine points. \$1.00.

Write for show case proposition, "The Great Time Saver," to our sales agents for Canada  
McFARLANE, SON & HODGSON, Limited, MONTREAL



**THE MUSIC DEPARTMENT.**

Sheet music dealers in the large centres throughout the Dominion are advertising popular songs. Some dealers, more progressive than others, are advertising strenuously with a view to reaching the music loving public who frequent the music halls, theatres, dances, and also those who prefer to stay in the house these cold frosty nights and enjoy musical entertainments.

Fall days are certainly the days to get busy in the sheet music business as this is one of the best periods of the year to make money in this line.

If you are interested write the editor of this paper for particulars re forming a music department in conjunction with the selling of books and they will be gladly sent.

Some of the new songs introduced in Montreal this month and also some of the good sellers will be found below :—

"Moonlight Dear," by Murchison & Hodge, is pleasing in words, melody and music. It's going to be a big hit. The Delmar Music Co., Montreal, are the publishers. Another good number recently published by this house, although of a different calibre, is titled "I Was Born With Nothing," by H. W. Schubert.

"Carrie," or "Carry Marry Harry," by McCree and Von Tilzer, is exceptionally catchy, and before the season is far gone should prove to be one of its biggest hits. The York Music Co. is the publishers.

Shapiro, the publisher, is still booking orders in Canada for "When I Dream in the Gloom of You."

A new song by the writers of "I Wish I Had a Girl," the title of which is "Boys, I've Found a Girl," promises to become as popular as any of the songs written by this team. It is also published by Shapiro.

"Come Be My Sunshine, Dearie," is a pretty and catchy number published by M. Witmark & Sons.

Helf & Hager have a good piece in "Wedding Bells," by Rodden & Helf. It is on the march style and is played with a swing.

Jerome H. Remick is still prominent with a number of new songs. Williams & Van Alstyne are the authors of a comic song entitled "Heinze." John Hall is the author of "Easter Lillies"; E. M. Bacon wrote "Good Night, Dear Heart," and Dempsey & Schmid are the

writers of that pretty little song "The Garden of Roses."

**MOVING COMPLETED.**

Toronto, November 11.—The Copp, Clark Co. have finally completed the moving of their manufacturing plant from Colborne St. to the new factory building on the south side of Wellington St. West, near Portland St. The unavoidable delay in filling orders from stock of home manufacture, which necessarily follows such a step, will now be promptly overcome, and all departments will resume their regular routine with renewed energy.



NEW HOME, PUGH MFG. COMPANY, TORONTO

**NEW PREMISES OF THE PUGH MANUFACTURING COMPANY.**

The recent removal of The Pugh Manufacturing Company to much larger premises at 1 and 3 Jarvis Street, is proof not only of the rapid increase in this company's business, but also of the firm foothold which the picture post card has in Canada. The new building is a three storey and basement structure, and being situated on the corner of the Esplanade is well supplied with light on three sides. The general offices are in the front portion of the ground floor, the remainder of the building being occupied as work and stock rooms.

# A CONVINCING ARGUMENT

in favor of our lines is that they sell better than any others. There are no papers so good in quality, so thoroughly reliable, so well manufactured or so artistically put up. All these appeal to the best judgment of the trade, and that is why our goods are so generally handled throughout the entire trade. There is no other stock so large, varied, or complete, and new papers, tints and finishes are continually being added. We always keep our regular lines up without saying much about them, but you know them so well it is needless to enumerate.

Write us for samples of Hurd's Stationery from the North Pole for Little People. You will find they are timely, attractive, and will sell at sight.

**GEO. B. HURD & CO.**

**Fine Paper Makers**

**425 & 427 Broome Street, New York, U. S. A.**



Reg. U.S. Pat. Off

# What Manufacturers and Jobbers Offer This Month

## Great Activity among Fountain Pen Makers—Pens Make Ideal Christmas Gifts—Papeterie Showings—Post Cards for Christmas.

### Tally Card Assortment.

Tally Card Assortment No. 27, put up by the Copp, Clark Co., contains one gross. There are twelve designs in girl-heads, girl figures, both half and full, Dutch figures



and winter scenes. The cards are in two parts, fastened with pink or blue tassels. The under half is plain white with Table and Couple No. marked on it. This collection constitutes a very dainty arrangement of ideas. Price of assortment, \$6.50. The same designs may be had with photogravure effects in an assortment of 300. Price, \$6.

### Society Stationery.

W. J. Gage & Co. are giving special attention at this season to their lines of invitation cabinets, visiting cards and papeteries, all of which are goods which will be in demand during the holidays and winter. Gage & Co.'s line of invitation cabinets covers the ground with respect to this class of goods as the range takes in all sizes, both with fabric finished and smooth finished contents, and with plain cards or cards engraved for "At Home" or "Afternoon Tea" purposes. A detailed description of these invitation cabinets will be found in their advertisement on another page. Another line of society stationery manufactured by the W. J. Gage Co. on a large scale is visiting cards. They make a complete line in all grades, from ordinary White Ivory to Holland Linen Cloth finish. Each grade comes in ladies', misses' and gents' sizes, and also in thick and thin in each size and quality. Sample books showing the complete lines of visiting cards and invitation cabinets supplied upon request.

### Stewart's Self-filling Stylo Pen.

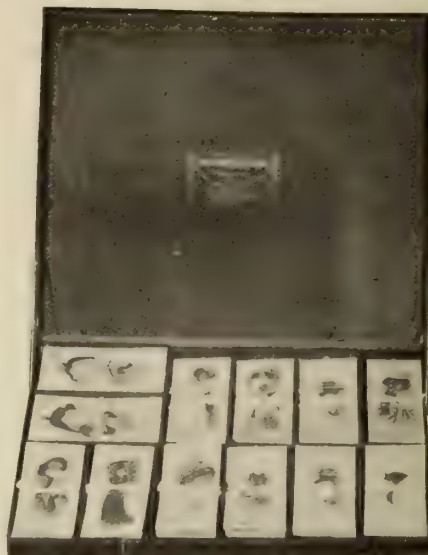
A new line has been placed on the market by Conway, Stewart & Co., Limited, of 33 Paternoster Row, London, E.C., England, in the shape of a self-filling stylo-graphic pen. "Stewart's Stylo" is ingeniously contrived. By a simple syringe movement the ink is pumped

up into the reservoir when the point is placed in the inkpot and, provided the pen is not plunged too deeply, there is no need even to wipe it after filling. The pen is also fitted with a clever ink-trap which precludes the blotting so frequent with ordinary stylo pens when they are becoming empty. With all these advantages, the pen is very simple in construction, and should not readily get out of order. Being fully covered by patents it is placed upon the market at a reasonable price, retail at \$1.

### New Juvenile Papeteries.

A selection of juvenile papeteries that will prove strong attractions for the children, who are always looking for something suggestive of their games, will be found in the following list: Village Blossom, \$1.20 per doz.; Bunches of Blossom, \$1.20 per doz.; Forget-me-not, \$1.20 per doz.; Rural Bouquet, \$1.20 per doz.; Our Girls, \$1.50 per doz.; Little Diabolists, \$1.50 per doz.; Mary, Mary, Quite Contrary, \$1.50 per doz. (Copp, Clark).

Also "Young Folk's Own" with designs suggesting scenes from the following juvenile games: Blind Man's Bluff, Hunt the Slipper, Oranges and Lemons, Here we Go Round the Mulberry Bush, and "Children's Own," with designs from Mother Goose rhymes, such as Tom, Tom, the Piper's Son; Baa, Baa, Black Sheep; Bye Baby Bunting; Pussy Cat, Pussy Cat, Where Have you Been, etc. Ten sheets of paper and ten envelopes in a box.



### Score Card Assortment.

The Copp, Clark Co. have prepared an assortment of score cards, called No. 30. It contains one gross cards in 12 designs. They are in two parts tied with pink or blue tassels; the upper portion has hand-colored design, and the under portion contains score list. The designs consist of girl-heads; figures, both half and full; and Dutch girl effects. They are richly colored, yet there is not the slightest suggestion of the coloring being loud or overdone. Price of assortment, \$6.50. The same designs may be had in an assortment of 300 with photogravure effects, at \$3.50.



## BOOKSELLER AND STATIONER

### The Waverley Fountain Pen.

Canadian stationers should particularly notice the taking line which Macniven & Cameron, Ltd., of Edinburgh and Birmingham have recently placed on the market. This is the Waverley fountain pen, which they themselves manufacture in its entirety. All the parts are most accurately made and fitted and the flow of ink is faultless. The special point of the Waverley, however, is that it is fitted with a real gold flexible resilient

silk ribbon, are "Cynthia" and "Aloys," at \$2 per dozen, (absolutely net). (Copp, Clark).

### Gift Envelopes.

Copp, Clark Co. have an assortment of gift envelopes, which are exactly the thing to arrest the attention of the class of people who come into a store "just to look around." They have Holly and Poinsettia designs, lithographed in bright red and green colors, and come in five



Waverley Fountain Pen

Waverley nib, and not with the usual semi-tubular nib which is found in so many other fountain pens. As the Steel Waverley is a great favorite with Canadian writers it is needless to say that the Waverley fountain pen will interest many customers.

### Moore's Non-leakable Fountain Pens.

The latest out in the celebrated line of Moore's Non Leakable fountain pens, is the "Midget" series. These pens are only  $3\frac{1}{2}$  inches long when closed and are specially adapted for ladies' use or to carry in the lower vest pocket. In fact they are small enough to be carried in an ordinary purse or pocket book. Their writing qualities are just as perfect as the larger sizes as they are furnished with the regular No. 2 Pen. The plain pen retails at \$2.50 and the gold mounted pen retails at \$3.50. There are also some new novelties in the "Midget" series one being a pen with a gold cap on the end,



### Post Cards for Christmas.

The Illustrated Post Card and Novelty Company, 334 Notre Dame St. West, Montreal, are showing for the Christmas and holiday trade one of the finest and latest lines of souvenir post cards. Owing to the fact that this firm manufacture their own cards with designs sketched by their own artists, they having the facilities, are in a position to sell at the lowest possible figure to the trade. They are now getting ready an up-to-date line of cards suitable for valentine purposes, also suitable for Easter, St. Patrick's Day and Poission D'Avril. To make room for this stock they are offering to the trade an assortment of Christmas and New Year cards of exceptional values. These cards consist of a hundred different, beautiful and embossed designs.

Their manager is leaving for Europe shortly, where this firm operate a plant of their own which makes a



Midget Fountain Pen

to retail at \$3.75, and another has a gold cap to which is attached a ring so that the article can be hung on a chain. This pen retails at \$4.25. All these are for sale by W. J. Gage & Co., the Canadian agents for Moore's Non Leakable Fountain Pens.

### Fountain Pens for Holiday Gifts.

Every dealer should be prepared with at least a few real good fountain pens for Christmas trade. The Moore's Non Leakable Fountain Pen Series which are controlled for Canada by W. J. Gage & Co. have a particularly attractive line of gold, silver and pearl mounted



Handsomely Mounted Pen

pens at all prices and in many styles. The Moore line of fountain pens includes a number of very handsome pens to retail at from \$5 each upwards, with mountings in sterling silver, gold, filagree and pearl. Each of these fine pens is put up in a beautiful leather or plush case, making them a very attractive holiday gift.

### New Papeteries.

Two new lines of adult papeteries, salisbury size, 24 sheets paper and 24 envelopes, linen, tied with white

specialty of reproducing local views. Post cards, for advertising purposes with pictures of your store, etc., are also a specialty with this firm.

### Waterman Pens for the Holidays.

It is interesting to visit the head office of the L. E. Waterman Co. in Montreal at the present time, while Christmas orders are being filled. It proved exceptionally interesting to the writer, when occasion offered to look through a large batch of Christmas orders that

were to be shipped on Nov. 15, and to notice the various points in the Dominion to which they were to be consigned. It would be difficult to name a city or town anywhere in Canada, not preparing for the extensive Christmas sales of this line.

With the Christmas orders there are shipped special Christmas boxes, Christmas circulars for local distribu-

mingled with mistletoe and bearing a little Santa Claus seal. This item in itself makes an interesting Christmas display and aids largely in the sale of the line. The imprint circular for dealers, is printed in several colors and again bears the poinsettia design. This circular is an excellent specimen of high-class printing, and, being small and refined, is sure to be of greater assistance in



tion, Christmas signs, etc. The preparation of these Christmas adjuncts is a matter that receives the attention of the company with the beginning of each year. For this year the poinsettia design has entered very extensively into the preparation of the Christmas aids. The new box is a very attractive poinsettia design,

the dealers' Christmas sales than any assistance offered heretofore. There are window and store display cards, strong, and attractively printed in eight or more colors, also carrying the poinsettia and other designs, the display of which dealers will surely find beneficial in producing sales.

#### Portfolios.

Buntin, Gillies & Co., Hamilton, are showing an article which is expected to prove a very fast selling holiday line. This is the fancy portfolio. It is daintier and more useful even than the ever popular papeterie box. Buntin, Gillies & Co. are carrying a finer range of Christmas goods than ever before, including papeteries, playing cards, tally and place cards, tissue and crepe papers, Christmas cards and postcards, calendar pads, tissue bells and several other lines which should be stocked just now by every dealer.

#### Folding Boxes.

Southams Limited, manufacturers of tickets, tags and labels and specialties, Montreal, have added a new department to their business, a folding box department, which includes a full assortment of machinery for the manufacture of folding boxes or cartons, candy boxes, raisin

**HAVE YOU TRIED THIS ONE ?**

**JOHN HEATH'S PENS**

Supplied by leading Wholesale Houses in Toronto and Montreal.

London (Eng.) Export Agency :  
8 St. Bride St., London, E.C.

(278 TELEPHONE PEN. Reg. in Canada)

**The TELEPHONE PEN**

REG. IN CANADA

## Macniven & Cameron, Ltd.

Steel, Gold and Fountain  
Pen Makers to the trade

Invite enquiries from Canadian Stationers for samples and prices of their manufactures. Their list includes the Waverley, Pickwick, Owl and other Steel Pens, Waverley and other Fountain Pens at various prices, and they are large makers of imprint Steel and Fountain Pens to the Trade.

Waverley Works  
EDINBURGH

Pen Factory  
BIRMINGHAM

## SPENCERIAN STEEL PENS.

*The Standard Brand in United States for over fifty years, among expert and careful writers, and recognized by accountants and correspondents as*

### THE BEST

Works: BIRMINGHAM, ENGLAND

Imported by all the leading stationers in  
Canada.

Proprietors: Spencerian Pen Co., New York



# W O T O

The name of a Playing Card that has a reputation. Made of bright, clear, linen stock with a peculiar finish that makes it slip easy and a pleasure to use. The backs are attractive, in assorted colors, with Gold edges, to retail for twenty-five cents. Better value cannot be made.

**Warwick Bros. & Rutter, Limited**  
Manufacturing Stationers  
**TORONTO**



## Assortment B. FANCY HOLIDAY STATIONERY

Cost Price, \$10.00.    Retails for \$15.00, or More.

Contains 40 boxes, retailing from 25c. to 75c. per box. Each box filled with fine, white, linen finish stock, neatly tied with ribbon. Write for descriptive circular.

Christmas Tags, Labels and Seals, Gummed Ribbon and Holly Wrapping, Etc.

**BUNTIN, GILLIES & COMPANY, Limited** HAMILTON and MONTREAL

boxes, jelly powder boxes, millinery and whitewear boxes, etc., etc. Outside of such standard lines they are prepared to handle specialties of all kinds.

### RENOUF ENCOURAGES HIS SOLDIERS.

Montreal, Nov. 6.—Col. E. M. Renouf, in command of the 2nd Regiment, Canadian Artillery of this city, has done something which redounds greatly to his credit as a soldier and a gentleman. He has offered to make himself personally responsible for the usual income of all the men of his regiment while on military duty during the time of the annual camp at Petewawa, in the event of the various employers of the men deducting their pay. Colonel Renouf is head of the Renouf Publishing Co. of this city.

### USED SWAN PENS.

The three winners of the shorthand contest recently held at the Business Exhibition at Olympia, London, England, each writing 220 words a minute, are all users of the "Swan" fountain pen.

### NEW ADDRESS.

London, Oct. 16.—William Mitchell (Pens) Ltd., of Washington Works, Birmingham, and who have for nearly sixty years had London offices at 44 Cannon St., E.C., have recently changed their address in the world's metropolis, being now located in more convenient and commodious premises at 8 Warwick Lane, E.C., in the centre of the wholesale stationery district.

## Standard Commercial Works

### Matte's Interest Tables

At 4, 5, 6, 7, 8, 9 and 10 per cent. per annum by NAROL. RON MATTE 5th Edition. Price, \$3.00.

### Matte's Three Per Cent. Interest Tables

By the same author. On fine heavy paper and strongly bound. Price, \$3.00.

### Hughes' Interest Tables and Book of Days Combined

At 3, 3½, 4, 5, 5½, 6, 7 and 8 per cent. per annum By CHARLES M. C. HUGHES. Price, \$5.00.

### Hughes' Supplementary Interest Tables

Comprising a Special Interest Table for daily balances, showing interest for one thousand days on any amount, rates from ¼ per cent. to 3¼ per cent., inclusive. Also a table showing interest for one thousand days at 5 per cent., by means of which (in connection with Comparative Tables, interest for one thousand days can be obtained at any rate from ¼ per cent. to 10 per cent., inclusive, and COMPARATIVE INTEREST TABLES for obtaining interest on any rate from ¼ per cent. to 10 per cent., inclusive, on the basis of 365 days to the year in ¼ per cent. rates. By CHARLES M. C. HUGHES. Price, \$2.00.

### Hughes' Interest Tables

At 6 and 7 per cent., per annum (on the basis of 365 days to the year, for one, two, three and four months and days of grace; for use in Discounting and Renewing Promissory Notes. By CHARLES M. C. HUGHES (on old card, 14x9½), strongly bound. Price, \$1.00.

### Hughes' Savings Bank Interest Tables

At 2½, 3 or 3½ per cent. (each on separate card), on the basis of one month, being 1/12 part of a year. By CHARLES M. C. HUGHES. Price, \$1.00.

### Buchan's Sterling Exchange Tables

Converting sterling into Canadian currency, and vice versa, advancing by 8ths and 16ths, with other useful tables. By EWING BUCHAN. Second edition. Price, \$4.00.

### Buchan's Sterling Equivalents and Exchange Tables

Showing the relative value, according to the rate of discount in London, in Canadian and New York systems of quotations, of bills of exchange drawn at any rate, of having any number of days to run, etc., etc. By EWING BUCHAN. Price, \$4.00.

### Buchan's Par of Exchange (Canadian)

Giving sterling into dollars and cents and vice versa, from £1 upwards, also sterling equivalents, Canada into New York and vice versa. By EWING BUCHAN. Price in sheets, each, 20c.; mounted (on boards), each, 35c.

### Import Costs

Showing "laid-down costs" from one-eighth of a penny to one thousand pounds, with advance on sterling costs from five per cent. to fifty per cent. calculated at the Canadian par of Exchange, advancing by two-and-a-half per cent. rates. A separate table for each rate. By H. S. MARTIN. Price, \$1.50. Full bound leather—limp. New.

### The Importers' Guide

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## A SAMPLE OF INTELLIGENCE.

The following letter received by a Canadian bookseller from "a great lover of Literature," forms a sad commentary on our boasted system of education.

October 29, 09.

Dear Sir,

In arriving Home to night I found a letter from ——— awaiting me. They are offering me a possission at Toronto for the Exmas sesone. As I have my Home here I am verry anxious to get a possission here in the City. I Hope that you diside to give me a tryal in your store. I will do my best to please you.

Will give you good Honest ernast service. As I am a great lover of Litriture I think I can make my Knowledge profitable for you. Hoping sincearly for a favorable reply, etc.

## BOOM IN THE POETRY BUSINESS.

A Toronto importer of books had occasion to pass a shipment of books through the Customs the other day and was astonished at the size of the tariff charges. He investigated and found that some items were being charged 22½ per cent., whereas all should have come through at 5 per cent. He went to the Customs officer to investigate.

"The shipment was made up entirely of books dutiable at 5 per cent.," said he.

"You have some stationery included, on which the duty is 22½ per cent.," he was told.

"Not at all. There is no stationery in it."

"What about these items,—'Poets' pads,'—isn't that stationery?"

It took the importer some minutes to explain that the entries referred to specially bound volumes of poetry and not to pads for the use of poets. The customs official evidently had got the idea that the poetry-producing industry of Canada had received a great impetus since Service sprang into prominence.

## THE DESERTED VILLAGE IN HANDSOME FORM.

Oliver Goldsmith's "The Deserted Village has been put into handsome presentation form this fall by Archibald Constable & Co. The main feature of the book, which is of quarto sizes, is the series of illustrations by W. Lee Hankey, consisting of forty water-color drawings and numerous black and white drawings. The artist has entered thoroughly into the spirit of Goldsmith's famous poem and his pictures are charming and convincing. A supply of these books for the Canadian market has been procured by the Copp, Clark Co., who list them at \$5.

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MISS L. M. MONTGOMERY

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Miss Montgomery's home is at Cavandish, on the north side of the Island, where she can look out upon the broad Gulf of St. Lawrence, and dream dreams and see visions, and exercise her imagination unrestrainedly, no Rachel Lynde daring to make her afraid, although it is hinted that Rachel's original does live and move and have her being in that charming countryside.

Miss Montgomery belongs to an exceptionally clever, brainy family. The Rev. L. G. Macneil, the pastor-emeritus of St. Andrew's Church, St. John, N.B., who is recognized as one of the ablest preachers Canada has produced, is her uncle. Mr. Chester Macniell, so well known on the Pacific coast, is also her uncle; and Professor Macneill, of Dalhousie College, Halifax, is her cousin.

Miss Montgomery showed the bent of her genius for story telling almost as early in life as Sir Walter Scott himself. When a mere child she began to write stories in which her cats with their comical names appeared as

the principal characters. Whatever else the cats lacked, they did not lack imagination. They could imagine very much after the manner of Anne Shirley herself.

It would be interesting to-day to read those first attempts at literature on the part of this popular writer, if some one had preserved them as the mother of Charles Kingsley in her place of concealment took down her child's sermons which he preached to the chairs in the nursery.

At a very early age Miss Montgomery began contributing stories and bits of verse to the local papers, some of which attracted a good deal of attention in her Island province. The writer knows one person who came across some verses written by her when she was not very far advanced in her teens which impressed him so favorably that he ventured to prophesy that the larger world would some day know the name of Lucy Maud Montgomery. This man rests his reputation as a literary prophet upon this prediction which is being very rapidly fulfilled these days when "Anne of Green Gables," and the younger Anne of literature that is the older Anne of life, "Anne of Avonlea," are amongst the best sellers, and will soon require six figures to represent the number sold.

Miss Montgomery is a prodigious worker, as any one might readily infer from a hasty glance over the popular magazines and periodicals of the day where her name is so frequently to be found. She is now engaged on a new book which her friends believe will rival in interest and popularity the "Anne" books.

A few months ago in a review of the Canadian literature of the Atlantic provinces a writer in one of our weekly journals made some reference to Miss Montgomery. When this appeared in print the "Miss" had been converted into a "Mrs." The writer immediately wrote Miss



THE MACNEILL FARM HOUSE

Here Miss Montgomery has spent most of her life. The gable window on the left gave the inspiration of "Anne of Green Gables."

Montgomery and assured her that he was not to blame for making a "Mrs." of her. He told her that being a clergyman, and properly registered in the province in which he resided, he was legally qualified to make a "Mrs." of



THE OLD CHURCH AT CAVENDISH

Attended by Miss Montgomery

her, if she were to appear before him with all the necessary documents, and also a man; but under existing circumstances, the woman and the man and the documents all being absent, he had no power to make a "Mrs." of her.

Miss Montgomery wrote an exceedingly clever and characteristic reply to this letter, assuring the clergyman that far worse things than that had happened to her in print. Some had made a "Mr." of her. That was hard to bear. She said that she had no unovercomable repugnance, such as some mythical females of uncertain age were supposed to have, to the term "Mrs." This, of course, presupposed a kindred spirit. Rachel Lynde, who is an authority in all such matters, whispers that there is a kindred spirit in Miss Montgomery's world, in the realm of divinity. But I must not repeat what Rachel says.

#### PERSONAL PARAGRAPHS.

Mrs. Valance Patriarche, of Winnipeg, whose amusing little story, "Tag, or the Chien Boule Dog," is one of this fall's interesting books, first appeared in print at the age of fifteen, when she was assistant editor of the school paper at the Harbord Street Collegiate Institute, in Toronto, and wrote short sketches for Toronto Saturday Night. "I once made as much as one dollar and a half in



THE SCHOOL-HOUSE AT CAVENDISH

The scene of Anne's life as scholar and teacher

two weeks," she writes, "but the market slumped shortly after. Later I had a number of articles and short stories accepted by Canadian and American magazines, but the frequency with which these periodicals suspended publication as soon as they presented my effusions to the public was depressing." During the last two years Mrs. Patriarche has written a little poetry. Some verses, entitled, "Ma Fien," in memory of Dr. Drummond, appeared in Putnam's Monthly, shortly after the death of that much-lamented poet. With the writing of "Tag" she returned to prose. Mrs. Patriarche is the youngest daughter of the late Prof. Charles Valance Perryman, M.A., M.D., of Cornwall, Eng., and Toronto, and was born in the latter city. Her maternal grandmother was a French-Canadian lady of Montreal, so that she can say, "I am almost entirely a Canadian product."

John Stuart Thomson, whose book on "The Chinese" has received such favorable attention from the reviewers, is a native of Montreal and a graduate of McGill University. He began life as a boy in the office of Sir Joseph Hickson, general manager of the Grand Trunk, and he well recalls the first journey he took in Sir Joseph's private



JOHN STUART THOMSON

A young Canadian writer whose recent book on "The Chinese" has been unqualifiedly praised.

ear from Montreal to Cacouna. He had ambitions to become a scholar, however, and went back to school, pursuing a course which took him through the common and senior schools and the Presbyterian College to McGill University. Since his graduation he has traveled extensively in America, Europe and Asia and has made the circuit of the globe. He was for a time in charge of the Pacific Mail, and allied trans-Pacific steamship lines at Hong-Kong. He now resides in New York.

Among contemporary writers, Mr. Arnold Haultain, of Toronto, author of "Walks and Walking Trips," "The Mystery of Golf," etc., occupies a peculiar place, both for the freshness of his thought and the polish and richness of his style. His "Hints for Lovers" (Boston: Houghton, Mifflin & Co., \$1 net), is a unique book, upon which he has been engaged for more than twenty years. It is a collection of wise and witty sayings about the tender passion which have been polished and pointed until they will stand comparison with even such classical maxims as those of La Rochefoucauld.



# Interesting Items About New and Forthcoming Books

## A Number of General Publications which Should be Noted— Works of Biography Plentiful—Fiction Lists Almost Completed.

There are quite a number of notable books to be referred to this month. They are mostly of a biographical nature and among them the work of explorers is prominent. With the approach of the holiday season, gift books are also to the fore and it may be said of this year's productions that nothing quite so elaborate has ever before been offered to the public.

### General Works.

Commander Robert E. Peary's book on the discovery of the North Pole will be published by Frederick A. Stokes Company, and the serial will appear in *Hamp-ton's Magazine*.

An authoritative book on aeronautics, entitled "The Conquest of the Air; or the advent of aerial Navigation," by Abbott Lawrence Roth, has been published by Moffat, Yard & Co., New York. In Canada the book is to be had from McClelland and Goodchild, Toronto.

"Recollections of Grover Cleveland," by George F. Parker (\$3) is an announcement of special interest by the Century Co., New York.

"The Autobiography of Henry M. Stanley," edited by Lady Stanley (\$5.00 net) is one of the important fall books. Houghton, Mifflin Co., Boston, issue the American edition.

Dr. Sven Hedin's "Trans-Himalaya," an absorbing record of adventurous travel, is issued this month by the Macmillan Co. It appears in 2 volumes. (\$1.50 net).

"Vehicles of the Air," a popular exposition of modern aeronautics with working plans, by Victor Loughheed, is to be published on Nov. 15, by the Reilly & Britton Co., Chicago. (\$2.50).

Dr. Samuel McCoomb, author of "Religion and Medicine," has just published a new volume, "The Making of the English Bible." This book is to be had from McClelland & Goodchild, Toronto.

"The Heart of the Antaretic," Lieut. Shackleton's story of his expedition to the South Polar regions, was published on Nov. 4 by William Heinemann of London, in two volumes.

Joseph Hofmann, the celebrated piano virtuoso, for two years past, has been answering through the *Ladies' Home Journal* questions from young piano students. These two hundred and fifty replies to definite queries have now been published in book form, under the title "Piano Questions Answered." This volume is being handled by McClelland & Goodchild, Toronto, who carry also the same author's book on "Piano Playing."

"The Life of Sir William Thomson, Baron Kelvin of Largs," by Dr. Silvanus P. Thompson, is to be published this month by the Macmillan Co.

### Fiction.

Among the books which are winning considerable attention is a novel by E. Temple Thurston, a young Englishman, twenty-nine years of age, entitled "The City of Beautiful Nonsense." This novel was accorded ninth place in a recent plebiscite held by the *London World*, in which one hundred and forty-seven of the best novels of the year were listed. A Canadian edition of the book is being arranged for by the Musson Book Co.

"The Florentine Frame" is the title of Elizabeth Robins' new novel, which is heralded by the publishers as

her greatest novel. It is being stocked in Canada by McLelland & Goodchild, Toronto.

After all there is to be no new novel from Winston Churchill this fall. It had been hoped that the story on which he has been at work since he finished "Mr. Crewe's Career," would be ready in November, but his publishers, the Macmillan Co., have had to postpone publication until February at least. The same fate has befallen Roger Herrick's new story "A Life for a Life," and Gertrude Atherton's latest novel, both of which are now announced for February.

The November fiction publications of the Copp, Clark Co. will include "Anne Veronica," by H. G. Wells; "Sailor's Knots," a volume of short stories by W. W. Jacobs; "Faces in the Mist," by J. A. Steuart; "Bella Donna," by Robert Hichens, "Seymour Charlton," by W. B. Maxwell, "The Sheriff of Dyke Hole," by Ridgwell Cullem, "Posson Jone and Pere Raphael," by George W. Cable. Practically all will be ready by the middle of the month.

Interest in Spain has been very much quickened of late and the publication of a novel, presenting a study of Spain as it now is, is worth noting. In "The Shadow of the Cathedral," by Vincent Ibanez, that writer shows how the church has fallen on revelutionary days, and has become weakened in influence through the all-permeating forces of the modern spirit. Toledo with its great cathedral is the scene of the story. The book has been published in England by Constable & Co., and is to be had in Canada from the Copp, Clark Co.

Frances Hodgson Burnett's "The Land of the Blue Flower," is announced as a fairy-tale or allegory for grown-ups. It tells how peace, love and prosperity came to the country of King Amor from the cultivation of the blue flower and is a story full of symbolism. The little book is being handled in Canada by McClelland & Goodchild, who have also a stock of the same writer's new juvenile "Barty Crusoe," the sequel to "Good Wolf," published last year.

### Juveniles.

Two new volumes in the "When Mother Lets Us Series" are now ready—"When Mother Lets us Give a Party" and "When Mother Lets Us Help." This little series of books for the young folk is meeting with a good reception. McClelland & Goodchild are marketing it in Canada.

A new volume is ready in the Every Child Should Know Series, viz., "Trees Every Child Should Know," by Julia E. Rogers. This volume is beautifully illustrated by forty-seven pages of photographs. It is handled in Canada by McClelland & Goodchild, Toronto.

McClelland & Goodchild are handling in Canada two popular books for teachers, "How to Tell Stories to Children," by Sarah Cone Bryant, and "Stories to Tell to Children," by the same writer.

"School Children the World Over," is an attractive book of pictures and accounts of school children in countries all over the world. The pictures are taken direct from life and there is a story for each picture. It makes a capital gift book for children. (McClelland & Goodchild).

## Fall Novels and Stories by Canadians

**Quite a Respectable Showing—Works of Fiction of a High Order of Merit—Several Figure Among the Best Sellers in America.**

When one pauses to reckon the number of Canadian novels and stories this autumn, one is naturally surprised to discover so many of them. Canada may well be proud of her story-writers, for in the little collection of fall books by her men and women novelists, is to be found work of a high order of merit.

### A Humorous Little Sketch.

A sparkling vein of humor runs through the little volume which Mrs. Valance J. Patriarche, of Winnipeg, has contributed to the list of fall fiction by Canadians. (*Tag or the Chien Boule Dog*. By Valance J. Patriarche. Boston: L. C. Page & Co. \$1.) The story concerns the fates and fortunes of a young Canadian bride and groom on their



MRS. VALANCE J. PATRIARCHE:  
Author of "Tag, or the Chien Boule Dog."

honeymoon trip to New York, a small French-Canadian boy and his ugly little dog. It would be disclosing too much to attempt to outline the plot. Suffice it to say there is a very amusing situation created, which leads to all manner of humorous episodes. The author has shown a remarkable ability in treating the subject. The illustrations add considerably to the fun of the book, which should take a front place among the humorous stories of the day.

### Charming Anne Reappears.

The warm reception accorded to "Anne of Green Gables," which has given it a place in the list of best sellers for many months past, was quite sufficient to justify Miss Montgomery in continuing the story of her delightful child heroine. (*Anne of Avonlea*. By L. M. Montgomery. Boston: L. C. Page & Co. \$1.50.) But even with this introduction her latest book stands on its own merits as a fulfilment of early promise in the charming maiden, who like a beam of sunshine gladdens all hearts.

Some of the old characters reappear and a new world of child life is unfolded in the school over which Anne presides. This is a pure, good book, worthy of a place among the best of recent Canadian fiction.

### Robert E. Knowles' New Story.

Books that lay hold of the heart and the imagination carry with them the elements of their own popularity and their author's best praise. These characteristics are not less pronounced in the present volume (*The Attie Guest*. By R. E. Knowles. Toronto: Fleming H. Revell Co. \$1.25) than in Mr. Knowles' earlier books. Their author possesses the insight that enables him to penetrate into the hidden springs of action and equally the power to carry forward the story of daily life with a light touch of merry humor. He has drawn his materials for the present book in part from the sunny south—its courtly distinction and hospitality and its vexed color problem—and, in part, from the parish experiences of a young Scotch minister in Canada. A welcome addition to Canadian fiction.

### A Canadian Historical Romance.

Among the many works of fiction by Canadian authors, dealing with purely Canadian subjects, none is more worthy of commendation than the new novel of the poet-novelist, Wilfred Campbell, of Ottawa. (*A Fair Rebel*. By W. Wilfred Campbell. Toronto: Westminster Co. \$1.25.) The incidents rest on the historical basis of the war of 1812. The characters are representative of the period prior to the fusion and consolidation of the transplanted elements at that time composing the population of Upper Canada. The romance, which concerns the fate and fortunes of a young British officer and "The Beautiful Rebel," runs its course through the stormy period of the war and closes with the peaceful calm of the new order when the country has taken a step forward in her development.

### Norman Duncan's Pretty Christmas Story.

There is a touch of the Dickens style in Norman Duncan's little Christmas story. (*The Suitable Child*. By Norman Duncan. Toronto: Henry Frowde. \$1.) The joyful and the pathetic come very close together, as the writer narrates the experiences of The Old Gentleman with the Twinkling Eyes, The Lady in Black, the Big Farmer from Saskatchewan, the English Church Clergyman, the Negro Porter and The Little Boy from the Day Coach in the sleeping car of the Winnipeg Express on Christmas eve. It has all the charm of the old-time Christmas story, with the added interest of a familiar present-day setting, and confirms Duncan's place among the writers of to-day, who can stir the heart-strings.

### A Dashing Love Story.

"An Unofficial Love-Story" is the title of a short novel by Albert Hickman, Pietou. (New York: Century Co. Cloth, \$1.) This talented young author has changed his field of action somewhat since he wrote "The Sacrifice of the Shannon," which we presume was his first novel. He has latterly gone in for rather unusual love-stories, of which the present is a fair example. The scene is laid in a small Canadian city, presumably Halifax, for the Atlantic Ocean plays a part in the tale. The heroine is represented as a captivating maiden, at whose feet all the men of the place have fallen. The hero is an Englishman, who comes to Canada on a diplomatic mission. The charm of the story lies in the intimate and unusual way in which the plot is unravelled. Mr. Hickman writes in a clever vein and some of his sentences are remarkable for their pith and humor.



# Books by Canadian Writers and Books About Canada

## A Record of Activities in the Publishing World in which Canadians are Interested.

With the fall season nearly over the number of books coming under this heading begins to diminish. There is very little new work to announce and until the Christmas rush is over, everybody's attention will be centred on the books that have already or are now appearing.

### History and Biography.

A Canadian edition of the "Life of Robert Machray, D.D., LL.D., D.C.L., Archbishop of Rupert's Land, Primate of all Canada, etc." by his nephew, Robert Machray, sometime Canon of St. John's, Winnipeg, has been arranged for by the Macmillan Co. This important volume contains many fine photogravures and other illustrations and is listed at \$5 net.

Norman Duncan, author of "Every Man for Himself," and other books, and best known as the man who gave the first account of Dr. Grenfell of the Labrador Medical Mission, has written a short book, which the Harpers are publishing immediately, about another militant Christian, the Rev. Frank Higgins. The latter, under the auspices of the Presbyterian Board of Home Missions has given up years of his life to practical ministry among the men of the Minnesota lumber camps, who, through the presence of debauching temptations at seasons when work is impossible, "are going to their own ruin because there's nothing else to do." Mr. Duncan visited Higgins in the camps and wrote an article for Harper's Magazine describing what he saw; later he paid another visit, and followed the article with the book, which will bear the same title, "Higgins—A Man's Christian."

Beebles Wilson's "Life and Letters of Wolfe" is being handled in Canada by the Macmillan Co. It is a large and imposing work selling at \$4.50. The fact that Mr. Wilson resides at Squerries Court, where Wolfe lived, has given him special opportunities to study the life of the great soldier.

"The Life of Wolfe," by Edward Salmon in the Makers of English History Series, has been published in Canada by Cassell & Co. It is a compact book, telling concisely and accurately the story of Wolfe's career.

The Lennox and Addington Historical Society, of which Mr. Clarence M. Warner of Napanee is president, have just published their first annual report, which is quite an interesting publication. It contains half a dozen papers on local historical subjects, contributed by members of the Society. Neatly printed, it makes a nice little initial volume and it is to be hoped that the Society will be encouraged to proceed with the publication of other records.

### Religious.

Professor John Edgar McFadyen's "The City with Foundations," is being published this month by the Westminster Co.

Professor George Jackson's "Studies in the Old Testament," is for sale in Canada by William Briggs. It is dedicated to the office bearers and members of Sherbourne Street Methodist Church, Toronto, and contains half a dozen lectures delivered before an American University on such themes as "The Old Testament and Modern Criticism," "Historical Trustworthiness of the Old Testament," etc.

Rev. Louis H. Jordan, D.D., formerly pastor of St. James' Square Presbyterian Church, Toronto, who was known when in Toronto as the millionaire preacher, has, in collaboration with an Italian writer, written "A Study of Religion in Italian Universities," which Henry Frowde has just published.

### Descriptive.

A small descriptive work on "Canada," by J. T. Bealby, an Englishman now resident in British Columbia, has been published by the Macmillan Co. It has a number of illustrations in color. The same writer has also compiled a larger work on "Fruit Ranching in British Columbia," which is issued by the same publishers.

Alston Rivers, Limited, London, announces "Labrador; Its Discovery, Exploration and Development," by W. G. Gosling, St. John's, Newfoundland. The book contains over 30 illustrations and maps. 21s. net.

"Rambles and Adventures in Australasia, Canada, India, etc.," by St. Michael Podmore, was published last month by L. Upcott Gill, London.

An authoritative work on Labrador by Dr. Grenfell and his associates is to appear this month, through the Macmillan Co. In addition to the main body of the book, with its chapters on Physiography, the People of the Coast, the Missions, the Dogs, the various Fisheries, there are short chapters on the Flora, the Fauna, the Geology, etc., each by a scientific author of standing. Dr. Grenfell and his associates have spared no effort to make this an indispensable book for all tourists and students, and in addition it has the attractiveness of Dr. Grenfell's own sturdy, independent personality.

Norman Duncan has no fewer than three books on this fall's list,—one a work of fiction, one of biography and the third an entertaining travel book, "Going Down from Jerusalem." In it he gives an insight into the Oriental type of imagination, humor and faith. With an artist friend Mr. Duncan went over the route which must have been taken by the Holy Family when they went down into Egypt, and in his rendering of the talk over the camp-fire, the parables and tricks and ways of looking at life of the men he encountered and employed, he has caught the spirit of the East far better than many more pretentious writers. (Harper & Brothers, New York, \$1.50.)

### Miscellaneous.

The Macmillan Co. have just published "Introductory Educational Psychology," by Samuel Bower Sinclair, M.A., Ph.D. and Frederick Tracy, B.A., Ph.D.

"The Treatment of Disease," being an address in medicine delivered before the Ontario Medical Association, Toronto, June 3, 1909, by Professor William Osler of Oxford University, has been published in a paper edition by Henry Frowde.

The Renouf Publishing Co. are issuing from the press in time for the Christmas trade a very pretty little Christmas Roundelay, a song for the Christmas tree, by the Rev. M. O. Smith, M.A., Montreal, author of "The Ballad of Ruth," and other verses. The music is catchy and the words very beautiful, and it will, no doubt, have a popular sale.

# The Canadian Monthly List of Books for October

Containing a Record of Books Published in Canada,  
Books by Canadian Authors and Books About  
Canada Issued During the Month of September.

One asterisk (\*) placed before an entry in this list signifies that the book has been printed in Canada. Two asterisks (\*\*) mean that the book has been printed and copyrighted in Canada.

- Albright, V. E.** The Shakespearian Stage. Toronto: Macmillan. Oct. Cloth, \$1.50 net.
- American Girl, The. Drawings by Harrison Fisher. 12 illustrations in full color. Toronto: Copp, Clark. Oct., Folio. \$3.50 net.
- Anderson, A. J.** The Romance of Fra Filippo Lippi. Toronto: Copp, Clark. Oct. Cloth, \$2.50.
- As You Like It. Illustrated in color by Hugh Thomson. Toronto: Musson. Oct. Boxed, \$3.50 net.
- Bachelor, Irving.** The Master. Toronto: Musson. Oct. Cloth, \$1.25.
- \*Barton, James W.** Physical Training. Toronto: Musson. Oct. Cloth, \$1.00.
- Bealby, J. T.** Canada. 12 full-page illustrations in color. Macmillan's Color Books. Toronto: Macmillan. Oct. Cloth. 50 cents.
- Bealby, J. T.** Fruit Ranching in British Columbia. Toronto: Macmillan. Oct. Cloth, \$1.00 net.
- Bed-Time Picture Book. Bo-Peep Series. Toronto: Cassell. Oct. 30 cents.
- Beeckman, Ross.** The Last Woman. Toronto: McLeod & Allen. Oct. Cloth, \$1.25.
- Betts, Ethel Franklin.** Complete Mother Goose. Toronto: Copp, Clark. Oct. Cloth, \$1.50.
- Bible for Home and School. Edited by Shailer Matthews. Genesis, by H. G. Mitchell. Toronto: Macmillan. Oct. 90 cents net.
- Galatians, by B. W. Bacon. Toronto: Macmillan. 50 cents net.
- Boy Blue Picture Book. Bo-Peep Series. Toronto: Cassell. Oct. 30 cents.
- Brereton, Captain F. S.** A Hero of Sedan. Toronto: Copp, Clark. Oct. Cloth, \$1.50.
- Brereton, Captain F. S.** John Bargreave's Gold. Toronto: Copp, Clark. Cloth, \$1.25.
- Burnett, Frances Hodgson.** Emily Fox Seton. Toronto: Copp, Clark. Oct. Cloth, \$1.50.

The author's stories, "The Making of a Marchioness" and "The Methods of Lady Walderhurst," with the same heroine, are here put under one cover as a complete work, with eight full-page illustrations.

**Barton, William, and Hobson, R. L.** The Marks of Pottery and Porcelain. Toronto: Macmillan. Oct. Cloth, \$2.50.

**\*\*Campbell, W. Wilfred.** A Fair Rebel. Toronto: Westminster Co. Cloth, \$1.25.

An historical romance of the time of the war of 1812, with its scenes laid in Ontario.

**Carey, Rosa N.** The Key of the Unknown. Toronto: Macmillan. Oct. Cloth, \$1.25.

**Castle, Agnes and Egerton.** Diamond Cut Paste. Toronto: Briggs. Oct. Cloth, \$1.25.

**Chatterton, E. Keble.** The Marriages of Mayfair. Toronto: Copp, Clark. Oct. Cloth, \$1.50.

This is the story, told in book form, of the great Drury Lane play of 1908. It has a strong love interest, which runs right through the book, ending happily after many

complications. The atmosphere of the play has been retained and a perusal of the book is almost as good as an attendance at the performance.

Christmas in the Heart. A Book of Gladness and Devotion. Toronto: Musson. Oct. 30 cents.

City People. Drawings by J. Montgomery Flagg. 80 illustrations. Toronto: Copp, Clark. Oct. Cloth, \$3.50 net.

**Collins, F. Howard.** Authors' and Printers' Dictionary. Toronto: Henry Frowde. Oct. Paper cover, 35 cents.

**Conway, Agnes and Sir Martin.** The Children's Book of Art. 16 full-page illustrations in color. Macmillan Color Books. Toronto: Macmillan. Oct. Cloth, \$1.75 net.

**Copeland, Chas. T., and Hersey, F. W. C.** Representative Biographies of English Men of Letters. Toronto: Macmillan. Oct. Cloth, \$1.25 net.

**Crawford, F. Marion.** Stradella. Toronto: Macmillan. Oct. Cloth, \$1.50.

**Crew, Henry, and Jones, F. T.** Elements of Physics. New and revised edition. Toronto: Macmillan. Cloth, \$1.10 net.

**\*Dill, Mrs. L. A.** Two Christmas Gifts. Toronto: William Briggs. 32 pages. Oct. Paper covers. 25 cents.

**Donahey, M. Dickerson.** Down Spider Web Lane. Toronto: Briggs. Oct. 6 color plates. Cloth, \$1.25.

**Dow, Ethel C.** The Proud Roxana. Toronto: Briggs. Oct. Cloth, \$1.25.

**Eaton, Seymour.** Teddy B. and Teddy G., the Bear Detectives. Toronto: Briggs. Oct. Cloth, \$1.50.

**Ellis, Edward S.** Fire, Snow and Water. Canada Series. Toronto: Musson. Cloth, 75 cents.

**Emerson, Henry P. and Bender, Ida C.** English, Spoken and Written. (Lessons in Language for Primary Grades. Book I.) Toronto: Macmillan. Oct. 35 cents net.

English Narrative Poems. Selected and edited by Fuess and Sanborn. Macmillan's Pocket Classics. Toronto: Macmillan. Oct. 25 cents net.

**Garvice, Charles.** In Wolf's Clothing. Toronto: Henry Frowde. Oct. Cloth, \$1.25.

**Garvice, Charles.** The Fatal Ruby. Toronto: Henry Frowde. Oct. Cloth, \$1.25.

**Gerard, Morice.** The King's Signet. Toronto: Henry Frowde. Oct. Cloth, \$1.25.

**Goncourt, Les Academecians.** The Colour of Paris. Toronto: Musson. Oct. Cloth, \$3.50 net.

Gould's Draughts. Problems, Critical Positions and Games. Toronto: Musson. Oct. Cloth. 75 cents.

**Haggard, H. Rider.** Lady of Blossholme. Toronto: Henry Frowde. Oct. Cloth, \$1.25.

**Harte, Bret.** Choice Works. Red Cloth Edition. Toronto: Musson. Oct. Cloth, \$1.00.

**Haultain, Arnold.** Hints for Lovers. Boston: Houghton, Mifflin & Co. Oct. Cloth, \$1.00 net.

The author is private secretary to Prof. Goldwin Smith, Toronto, and has already written "Walks and Walks," and "The Mystery of Golf."

**Havergal, Frances Ridley.** Devotional Booklets. 10 titles. Toronto: Musson. Oct. Cloth, 25 cents each.

**Hebert, M. H.** French Pronunciation Made Easy. Toronto: Musson. Oct. 25 cents.



## BOOKSELLER AND STATIONER

**Heritage.** Household Cookery. Toronto: Cassell. Oct. Oil cloth, \$1.05.

**Holloway, Jane.** Flower Farm. Toronto: Briggs. Cloth, \$1.00.

**Hutchinson, Frederick Winthrop.** The Men Who Found America. 8 full-page color plates. Toronto: Briggs. Cloth, \$1.50.

**Irving, Washington.** Old Christmas. Pictured in color by Cecil Aldin. Toronto: Copp, Clark. Oct. Cloth, \$1.50 net.

**Jeans, T. T.** Ford of H. M. S. Vigilant. Toronto: Copp, Clark. Oct. Cloth, \$1.25.

**\*Johnston, Rev. T. J.** The Lord's Day Observance Vindicated. Toronto: William Briggs. 32 pages. Oct. Paper covers, 20 cents..

**Jordan and Labanca.** Study of Religion in Italian Universities. Toronto: Henry Frowde. Oct. Cloth, \$2.00.

**Kemp, E. G.** The Face of China. Toronto: Musson. Oct. Cloth, \$3.50 net.

**Kerr, David.** Lost Among White Africans. Toronto: Cassell. Oct. New Edition. 75 cents.

**King, Ben.** Jane Jones. Illustrated gift book. Toronto: William Briggs. Oct. Cloth, \$2.00 net.

**Kipling, Rudyard.** Actions and Reactions. Toronto: Macmillan. Oct. Uniform Edition. Cloth, \$1.50. Pocket Edition on India paper. Limp Leather, \$1.50.

**Laut, Agnes C.** Canada, the Empire of the North. Toronto: William Briggs. Oct. Cloth, \$2.00. Illustrated.

Lee's Guide to the Game of Draughts. New Edition. Toronto: Musson. Oct. Cloth, 30 cents.

**Le Queux, William.** The Red Room. Toronto: Cassell. Oct. Cloth, \$1.25.

**Little, Frances.** Little Sister Snow. Toronto: Musson. Oct. Cloth, \$1.00.

The writer of this charming little book is already well known to the reading public as the author of "The Lady of the Decoration." The present volume, with effective of Japanese girlhood and womanhood in the person of little Sister Snow. With sympathetic touch and in graceful language the author depicts the pathos of woman's limitations in the Orient.

**London, Jack.** Martin Eden. Toronto: Macmillan. Oct. Cloth, \$1.50.

**Lowell, James Russell.** The Courtin'. Illustrated gift edition. Toronto: William Briggs. Oct. Cloth, \$1.50 net.

**Lyons, Andrew W.** The Grammar of Lettering. A Handbook of Alphabets. Toronto: Musson. Oct. Cloth, \$2.50.

**Mabie, Hamilton Wright.** Fairy Tales from Grimm. Toronto: Briggs. Oct. Illustrated. Cloth, \$1.50.

**Macdonald, Alex.** The White Trail. Canada Series. Toronto: Musson. Cloth, \$1.50.

**Marchant, Bessie.** Daughters of the Dominion. Canada Series. Toronto: Musson. Cloth, \$1.50.

**\*\*Marny, Suzanne.** Tales of Old Toronto. Toronto: William Briggs. Oct. Cloth, \$1.25.

**Martin, Edward S.** The Wayfarer in New York. Toronto: Macmillan. Oct. Cloth, \$1.25.

**Miller, J. R.** Go Forward. Illustrated in color. Toronto: Musson. Oct. Paper, 25 cents.

**Miller, J. R.** The Master's Friendships. Illustrated in color. Toronto: Musson. Oct. Paper cover, 25 cents.

**Moffatt, Cleveland.** Through the Wall. Toronto: Copp, Clark. Oct. Cloth, \$1.25.

Lloyd Kittredge, a young American, has been leading a rather gay and foolish life in Paris, when he loses all his money and resolves on reform. He has fallen in love with a girl about whom there is a mystery which is quite as impenetrable to her as to others. When a well-

known billiard player is murdered in a private room of a cafe all the evidence points to Kittredge and he is arrested. Paul Coquenil, a detective, finally finds the real murderer and clears up the mystery surrounding the girl, but only after they have passed through incredible dangers and adventures.

**Montgomery, L. M.** Anne of Avonlea. Boston: L. C. Page & Co. Cloth, \$1.50.

Introduces Anne of Green Gables at a little later period of her life, when she has become a school-mistress. The setting is Prince Edward Island.

**Nicholson, Meredith.** Lords of High Decision. Toronto: Musson. Oct. Cloth, \$1.25.

**Norris, W. E.** The Perjurer. Toronto: Copp, Clark. Oct. Cloth, \$1.25.

The plot, which is one of unusual interest, is based on a lie told by Col. Julyan, who is anxious to marry the heroine, Miss Helen Monk. Thinking she loves another, he perjures himself in order to win her. The situations are ingeniously arranged and the various personages introduced are skilfully portrayed.

Nugent's French-English and English-French Dictionary. Toronto: Musson. Oct. Cloth, 50 cents.

**O'Higgins, Harvery J.** Old Clinkers. Toronto: McLeod & Allen. Oct. Cloth, \$1.25.

**Osler, William, M.D.** The Treatment of Disease. An Address in Medicine before the Ontario Medical Association, Toronto, June 3, 1909. Toronto: Henry Frowde. Paper covers, 30 cents net.

**Oxenham, John.** Great Heart Gillian. Toronto: Henry Frowde. Oct. Cloth, \$1.25.

**Oxley, J. Macdonald.** Fire and Drum at Louisburg. Canada Series. Toronto: Musson. Cloth, \$1.00.

**Oxley, J. Macdonald.** Standing the Test. Canada Series. Toronto: Musson. Cloth, 35 cents.

**Oxley, J. Macdonald.** Ti-Ti-Pu. Canada Series. Toronto: Musson. Cloth, 35 cents.

**Page, Thomas Nelson.** John Marvel, Assistant. Toronto: Copp, Clark. Oct. Cloth, \$1.50.

Conceived on a broad scale, this important novel pictures social conditions in a western American city with much verisimilitude. The hero, a young southerner, relates the story, which opens in a university town in the east, but soon shifts its centre of interest to the west. He goes thither with scanty funds, but succeeds in making his way against heavy odds. His inspiration is the heroine, Eleanor Leigh, daughter of a millionaire, who takes up slum work and is pictured as a very fine character.

Pageant of English Poetry, The. Being 1,150 Poems and Extracts by 300 authors. Oxford Poets' Series. Toronto: Henry Frowde. Oct. Cloth, \$1.25.

**Patriarche, Valance J.** Tag, or the Chien Boule Dog. Illustrated by Wallace Goldsmith. Boston: L. C. Page & Co. Cloth, \$1.00.

An amusing little story by a Winnipeg lady.

**Pemberton, Max.** The Fortunate Prisoner. Toronto: Henry Frowde. Oct. Cloth, \$1.25.

**Phillpott, Eden.** The Haven. Toronto: Copp, Clark. Oct. Cloth, \$1.25.

Brixham, an English fishing village, is the scene of this simple story. John Major, an old fisherman, and his two children, Lydia and Ned, are the central figures. The daughter marries, against her father's will, a handsome young fisherman, who does not hesitate to fish in forbidden waters, and is finally landed in gaol. The son has an aversion to the sea, which is a great disappointment to his father. With these conditions a story of deep human interest is worked out.

**Pocock, Roger.** Sword and Dragon. Toronto: Henry Frowde. Oct. Cloth, \$1.25.

- Potter, Olave M.** The Colour of Rome. Toronto: Musson. Oct. Cloth, \$3.50 net.
- Ray, Anna Chapin.** Half a Dozen Boys. Canada Series. Toronto: Musson. Cloth, 75 cents.
- Ray, Anna Chapin.** Half a Dozen Girls. Canada Series. Toronto: Musson. Cloth, 75 cents.
- Roberts, G. E. Theodore.** Flying Plover: His Stories, Told Him by Squat-by-the-Fire. Illustrated by Charles Livingston Bull. Boston: L. C. Page & Co. Cloth, \$1.00. Theodore Roberts is a member of the Roberts family of New Brunswick, and a brother of Charles G. D. Roberts.
- Robinson Crusoe.** Macmillan's Pocket Classics. Toronto: Macmillan. Oct. 25 cents net.
- Romps and Rhymes.** Bo-Peep Series. Toronto: Cassell. Oct. 30 cents.
- \*\*Rundle, E. G.** A Soldier's Life. Toronto: William Briggs. Oct. Illustrated. Cloth, \$1.00.
- Ryan, Marah Ellis.** The Flute of the Gods. Toronto: Copp, Clark. Oct. Cloth, \$1.50.
- Salmon, Edward.** The Life of Wolfe. Toronto: Cassell & Co. Oct. Cloth, \$1.00.
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- Shore, W. Teignmouth.** Charles Dickens and His Friends. Toronto: Cassell. Oct. Cloth, \$1.75.
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- Smith, F. Berkeley.** The Lady of Big Shanty. Toronto: Musson. Oct. Cloth, \$1.25.
- Somerville, Chas.** A Woman's Way. Toronto: McLeod & Allen. Oct. Cloth, \$1.25.
- Stevenson, Robert Louis.** A Child's Garden of Verses. Illustrated by Charles Robinson. Toronto: Copp, Clark. Oct. Cloth, \$1.50.
- Stone, Christopher.** Eton. 20 full-page illustrations in color, by E. D. Brinton. Macmillan's Color Books. Toronto: Macmillan. Oct. Cloth, \$2.50.
- Swan, Annie S.** The Inheritance. Toronto: Henry Frowde. Oct. Cloth, \$1.25.
- Thomson, E. W.** The Many-Mansioned House. Toronto: William Briggs. Oct. Cloth, 90 cents. A volume of poems by the noted Canadian author and newspaperman.
- Townley, Houghton.** The Scarlet Feather. Toronto: McLeod & Allen. Oct. Cloth, \$1.25.
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- Traveler's Practical Manual of Conversation.** (English, French, German and Italian). Toronto: Musson. Oct. Cloth, 50 cents. Paper, 25 cents.
- Twain, Mark.** Red Cloth Edition of his Works. 21 volumes. Toronto: Musson. Oct. Cloth, \$1.00 per volume.
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As Reported by Leading Booksellers

## Belleville.

1. Truxton King. G. B. McCutcheon. Briggs.
2. Ballads of a Cheechako. R. W. Service. Briggs.
3. Northern Lights. Sir Gilbert Parker. Copp.
4. Danger Mark. R. W. Chambers. McLeod.
5. Key to the Unknown. Rosa Nouchette Carey. Macmillan.
6. Little Sister Snow. Frances Little. Musson.

## Brantford.

1. Anne of Green Gables. L. M. Montgomery. Page.
2. Anne of Avonlea. L. M. Montgomery. Page.
3. Calling of Dan Matthews. H. B. Wright. McLeod.
4. Danger Mark. R. W. Chambers. McLeod.
5. Ballads of a Cheechako. R. W. Service. Briggs.
6. White Prophet. Hall Caine. McLeod.

## Calgary.

1. Old Wives' Tale. A. Bennett. McLeod.
2. John Marvel, Assistant. Thos. Nelson Page. Copp.
3. Silver Horde. Rex Beach. Harper.
4. Little Sister Snow. Frances Little. Musson.
5. Truxton King. G. B. McCutcheon. Briggs.
6. Title Market. Emily Post. Briggs.

## Charlottetown.

1. Anne of Avonlea. L. M. Montgomery. Page.
2. Anne of Green Gables. L. M. Montgomery. Page.
3. Danger Mark. R. W. Chambers. McLeod.
4. Songs of a Sourdough. R. W. Service. Briggs.
5. Man in Lower Ten. Reinhart. Macmillan.
6. Truxton King. G. B. McCutcheon. Briggs.

## Chatham.

1. Ballads of a Cheechako. R. W. Service. Briggs.
2. Truxton King. G. B. McCutcheon. Briggs.
3. Anne of Avonlea. L. M. Montgomery. Page.
4. Jeanne of the Marshes. E. P. Oppenheim. Copp.
5. White Sister. F. M. Crawford. Macmillan.
6. Songs of a Sourdough. R. W. Service. Briggs.

## Fort William.

1. Truxton King. G. B. McCutcheon. Briggs.
2. Danger Mark. R. W. Chambers. McLeod.
3. Silver Horde. Rex Beach. Harper.
4. Attie Guest. R. E. Knowles. Frowde.
5. Cardillac. Robert Barr. McLeod.
6. The Quest. J. M. Forman. Ward, Lock.

## Guelph.

1. Danger Mark. R. W. Chambers. McLeod.
2. Attie Guest. R. E. Knowles. Frowde.
3. Calling of Dan Matthews. H. B. Wright. McLeod.
4. Certain Rich Man. W. White. Macmillan.
5. Goose Girl. Harold McGrath. McLeod.
6. White Prophet. Hall Caine. McLeod.

## Hamilton.

1. Danger Mark. R. W. Chambers. McLeod.
2. Silver Horde. Rex Beach. Harper.
3. White Prophet. Hall Caine. McLeod.
4. Certain Rich Man. W. White. Macmillan.
5. Anne of Avonlea. L. M. Montgomery. Page.
6. Calling of Dan Matthews. H. B. Wright. McLeod.

## Kingston.

1. Anne of Green Gables. L. M. Montgomery. Page.
2. Anne of Avonlea. L. M. Montgomery. Page.
3. Goose Girl. Harold McGrath. McLeod.
4. Katrine. Elinor Macartney Lane. Musson.
5. Silver Horde. Rex Beach. Harper.
6. Set in Silver. C. N. & A. M. Williamson. Musson.

## London.

1. Silver Horde. Rex Beach. Harper.
2. Calling of Dan Matthews. H. B. Wright. McLeod.
3. Ballads of a Cheechako. R. W. Service. Briggs.
4. Anne of Avonlea. L. M. Montgomery. Page.
5. Inner Shrine. Anonymous. Musson.
6. Sowing Seeds in Danny. Mrs. McClung. Briggs.

## Moncton.

1. Danger Mark. R. W. Chambers. McLeod.
2. Anne of Avonlea. L. M. Montgomery. Page.
3. Happy Hawkins. Robert A. Wason. McLeod.
4. White Prophet. Hall Caine. McLeod.
5. Truxton King. G. B. McCutcheon. Briggs.
6. Goose Girl. Harold McGrath. McLeod.

## Montreal.

1. Danger Mark. R. W. Chambers. McLeod.
2. Ballads of a Cheechako. R. W. Service. Briggs.
3. Silver Horde. Rex Beach. Harper.
4. Anne of Green Gables. L. M. Montgomery. Page.
5. Goose Girl. Harold McGrath. McLeod.
6. Stradella. Crawford. Macmillan.

## Ottawa.

1. Danger Mark. R. W. Chambers. McLeod.
2. Calling of Dan Matthews. H. B. Wright. McLeod.
3. Silver Horde. Rex Beach. Harper.
4. Goose Girl. Harold McGrath. McLeod.
5. White Prophet. Hall Caine. McLeod.
6. Northern Lights. Sir Gilbert Parker. Copp.

## Quebec.

1. Danger Mark. R. W. Chambers. McLeod.
2. Little Sister Snow. Frances Little. Musson.
3. Calling of Dan Matthews. H. B. Wright. McLeod.
4. Keziah Coffin. Jos. C. Lincoln. McLeod.
5. Goose Girl. Harold McGrath. McLeod.
6. Ballads of Cheechako. R. W. Service. Briggs.

## Peterborough.

1. White Mice. R. H. Davis. McLeod.
2. Certain Rich Man. W. White. Macmillan.
3. Ballads of a Cheechako. R. W. Service. Briggs.
4. Danger Mark. R. W. Chambers. McLeod.
5. Stowaway. L. Tracy. McLeod.
6. Virginia of the Air Lanes. Herbert Quick. McLeod.

## Port Arthur.

1. Truxton King. G. B. McCutcheon. Briggs.
2. Danger Mark. R. W. Chambers. McLeod.
3. Ballads of a Cheechako. R. W. Service. Briggs.
4. Silver Horde. Rex Beach. Harper.
5. Hungry Heart. D. G. Phillips. Briggs.
6. Cardillac. Robert Barr. McLeod.

## St. Catharines.

1. Katrine. Elinor Macartney Lane. Musson.
2. Danger Mark. R. W. Chambers. McLeod.
3. Silver Horde. Rex Beach. Harper.
4. Anne of Avonlea. L. M. Montgomery. Page.
5. Truxton King. G. B. McCutcheon. Briggs.
6. White Sister. F. M. Crawford. Macmillan.

# BOOKSELLER AND STATIONER

## St. John.

1. Anne of Avonlea. L. M. Montgomery. Page.
2. Ballads of a Cheechako. R. W. Service. Briggs.
3. Songs of a Sourdough. R. W. Service. Briggs.
4. Open Country. Maurice Hewlett. McLeod.
5. Northern Lights. Sir Gilbert Parker. Copp.
6. Goose Girl. Harold McGrath. McLeod.

## St. Thomas.

1. Northern Lights. Sir Gilbert Parker. Copp.
2. Calling of Dan Matthews. H. B. Wright. McLeod.
3. Inner Shrine. Anonymous. Musson.
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1. Danger Mark. R. W. Chambers. McLeod.
2. Little Sister Snow. Frances Little. Musson.
3. Stowaway. L. Tracy. McLeod.
4. Truxton King. G. B. McCutcheon. Briggs.
5. Ballads of a Cheechako. R. W. Service. Briggs.

## Toronto.

1. Greater Power. Harold Bindloss. McLeod.
2. Lords of High Decision. Meredith Nicholson. Musson.
3. Stowaway. Louis Tracy. McLeod.
4. Martin Eden. Jack London. Macmillan.
5. Calvary. Rita. Macmillan.
6. Attie Guest. Robert E. Knowles. Frowde.

## Vancouver.

1. White Prophet. Hall Caine. McLeod.
2. Calling of Dan Matthews. H. B. Wright. McLeod.
3. Danger Mark. R. W. Chambers. McLeod.
4. Truxton King. G. B. McCutcheon. Briggs.
5. Goose Girl. Harold McGrath. McLeod.
6. Cardillae. Robert Barr. McLeod.

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## English Best Sellers.

(As reported by the Book Monthly).

1. The Motor Maid. By C. N. & A. M. Williamson.
2. Bella Donna. By Robert Hichens.
3. Anne Veronica. By H. G. Wells.
4. Actions and Reactions. By Rudyard Kipling.
5. Sailors' Knots. By W. W. Jacobs.
6. Memories of Fifty Years. By Lady St. Helier.

## COPYRIGHTS FOR OCTOBER.

21396. "Applied Statics." By T. R. Loudon, B.A., Sc. (Book.) The Monetary Times Printing Company of Canada, Limited, Toronto, Ontario, 30th September, 1909.

21433. "Imperial Anniversary Book." By Harold Saxon. William Briggs, Toronto, Ont., 7th Oct., 1909.

21444. "The Lucayan's Lament." (From "The Pirate of the West.") Romance of the Bahamas. By Henry Christopher Christie. (Poem.) Morton, Phillips & Company, Montreal, Que., 11th October, 1909.

21453. "The Many Mansioned House and other Poems." By Edward William Thomson. (Book.) Edward William Thomson, Ottawa, Ont., 12th October, 1909.

21469. "Physical Training." By Jas. W. Barton, M.D. (Book.) The Musson Book Company, Limited, Toronto, Ont., 13th October, 1909.

## INTERIM COPYRIGHTS.

1172. "Leading Canadians." (Three Thousand Biographies of Distinguished Men and Women of Canada.) The Times' Publishing Company, London, England, 8th October, 1909.

1173. "Who's Who in Canada." (Three Thousand Biographies of Distinguished Men and Women of Canada.) The Times' Publishing Company, London, England, 8th October, 1909.

1174. "The Canadian Who's Who." (Three Thousand Biographies of Distinguished Men and Women of Canada.) The Times' Publishing Company, London, England, 8th October, 1909.

21471. "Special Commercial Course Bookkeeping Blank for High and Continuation Schools and Collegiate Institutes, Ledger and Statements Section." (Book.) The Educational Book Company of Toronto, Limited, Toronto, Ont., 15th October, 1909.

21472. "Special Commercial Course Bookkeeping Blank for High and Continuation Schools and Collegiate Institutes, Journal Section." (Book.) The Educational Book Company of Toronto, Limited, Toronto, Ont., 15th October, 1909.

21473. "Special Commercial Course Bookkeeping Blank for High and Continuation Schools and Collegiate Institutes, Cash Book and Bill Book Section." (Book.) The Educational Book Company of Toronto, Limited, Toronto, Ont., 15th October, 1909.

21480. "Tales of Old Toronto." By Suzanne Marny. Illustrated by Maria Nichol. (Book.) Wm. Briggs, Toronto, Ont., 16th October, 1909.

21489. "The Arel." An Occasional for Readers and Thinkers. By Phil Edwards. (Book.) Edward Phillips. Emerson, Manitoba, 16th October, 1909.

21493. "Habitant Nuggets." By D. H. Herron. (Book.) James McGie Young, New Liskeard, Ont., Administrator of the Estate of David Henry Herron, 18th October, 1909.

21494. "Problems in Applied Statics." Published in the "Canadian Engineer." (Temporary Copyright.) Thomas R. Loudon, Toronto, Ont., 18th October, 1909.

21500. "Us Too Cook Book." By Jennie C. Williams. (Book.) The Musson Book Company, Limited, Toronto, Ont., 20th October, 1909.

1175. "Prairie Patch Work." (Book.) By Cecil Edward Selwyn. Cecil Edward Selwyn, Winnipeg, Manitoba, 26th October, 1909.

1176. "Famille de Richelieu." (Livre.) Par G. A. Dejordy. Rev. G. A. Dejordy, St. Ephrem d'Upton, P. Q., 26 octobre, 1909.



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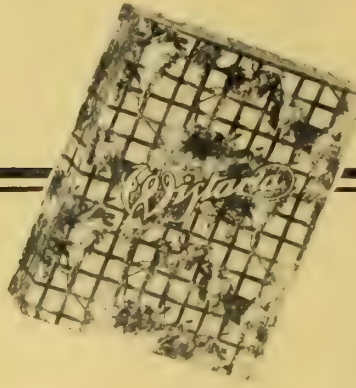
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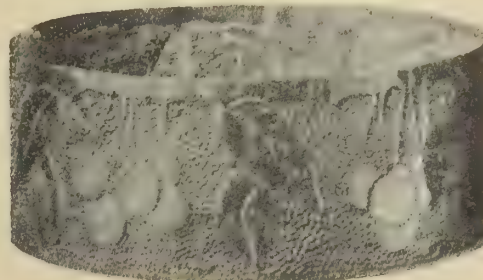
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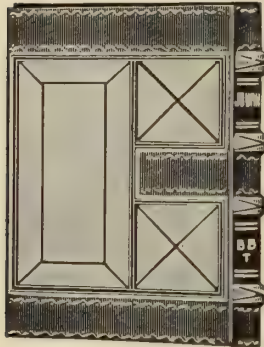


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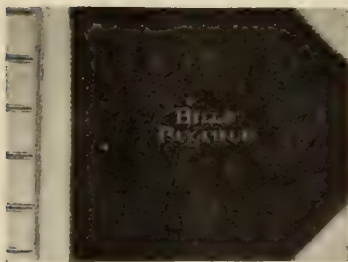
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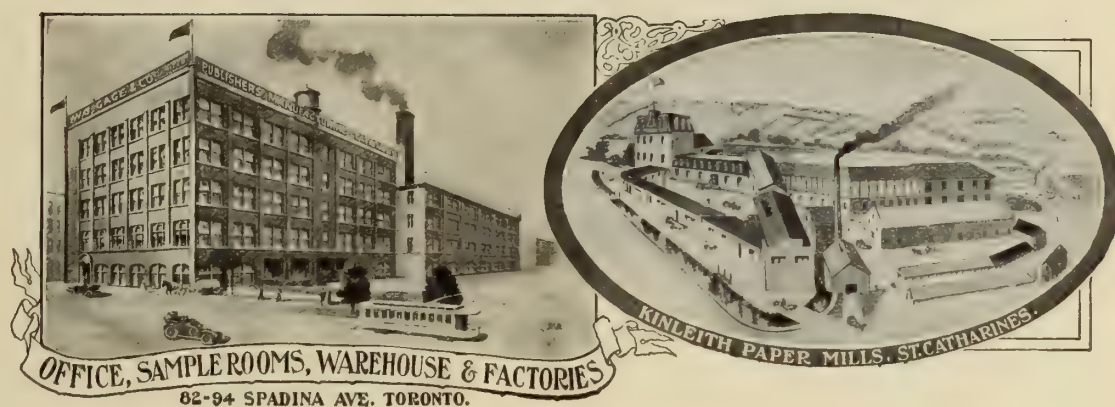
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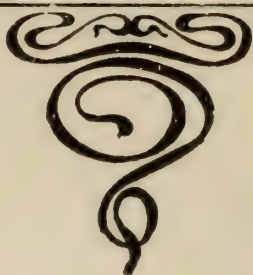


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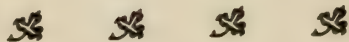
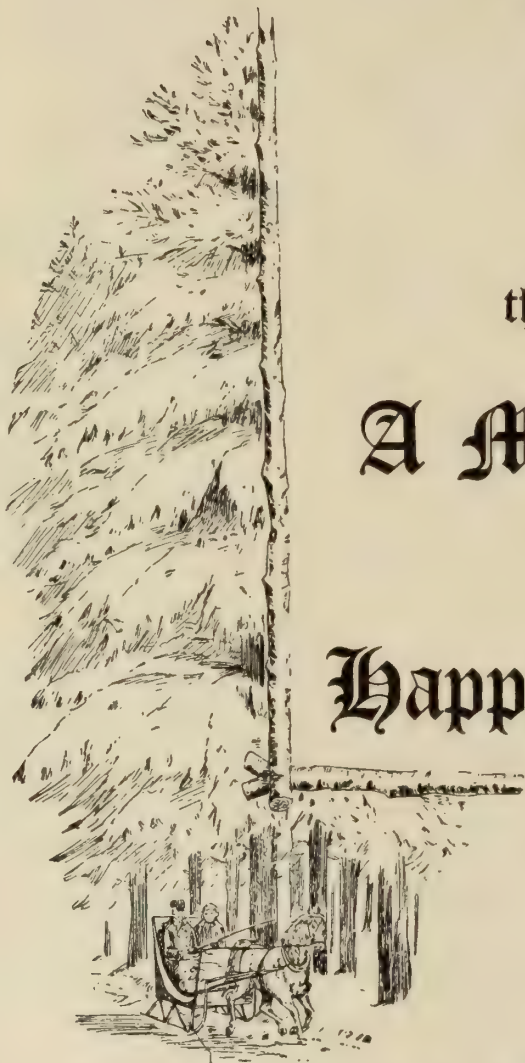
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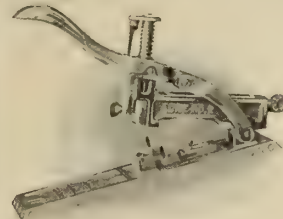
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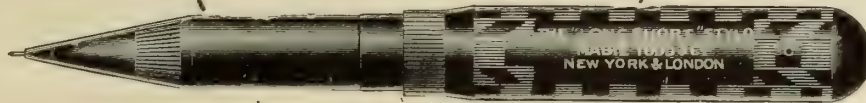
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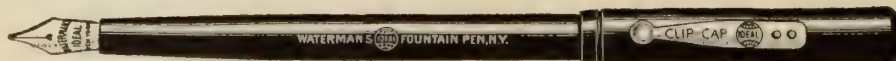
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# Bookseller and Stationer

and Canadian Newsdealer

A monthly journal devoted to the interests  
of the Bookselling and Stationery Trades

Subscription: One Dollar a Year  
Single copies : : Ten Cents

Vol. XXV

TORONTO, CANADA, DECEMBER, 1909

No. 12

## Editorial Comment.

The busy season is our apology for the present small number. We hardly think the trade will have much leisure between now and Christmas Eve to read our columns. However, there are some late advertisements in this number which are worthy of attention and there are also some useful pointers in the reading matter section. We would advise careful attention to both departments. Meanwhile, we wish all our readers "the best yet" in the way of holiday sales.

\* \* \*

Judging from statements made to Bookseller and Stationer by publishers and wholesale stationers in Toronto, the present season has been exceedingly satisfactory. Everybody has been busy and there has been a spirit of optimism pervading the trade from Atlantic to Pacific. The indications are that the actual holiday sales in Canadian book and stationery stores will be record-breaking in size.

\* \* \*

Do our newsdealers make the best of their magazine department? We have heard grave criticisms of the way in which magazines are handled in Canadian stores.<sup>1</sup> It would seem that many dealers don't know how to show magazines to advantage. When we consider that magazine publishers are spending hundreds of dollars to secure attractive cover designs to catch the eye of the public, it is somewhat surprising that newsdealers don't co-operate. To show an attractive magazine is to sell it. This has been the experience of many newsdealers. By showing it, we don't mean piling up heaps of magazines on a table, but arranging an attractive row of them in the window or on a special display rack, where they will catch the eye. Give the Christmas numbers a good showing this year.

\* \* \*

Business men are just becoming aware that certain clauses are being introduced into the Insurance Bill now before the Senate, whereby every business in Canada will be seriously affected sooner or later.

The instigators of the clauses referred to are chiefly the members of the Canadian Fire Underwriters' Association. This is an organization composed of companies controlling nearly nine-tenths of the business reported to the insurance department at Ottawa. By their vast organization, consisting of managers, directors and agents throughout the country, this association can move quickly and effectively, as will be appreciated by those familiar with the progress of the bill at the last session of Parliament.

At the last session of Parliament, the interests of the public were but hurriedly represented at the last moment, and but for the protest at the last moment, it is possible that the Bill might have become law. It passed the Commons, imposing a tax of 15 per cent. on the premiums paid to any insurance company which was not domiciled in Canada.

The intention of this tax was to force the owner of property to offer his business first of all to the local companies. Further restrictive clauses incorporated in the bill as passed by the Commons placed the business man in the position of having to offer his business to the local companies first, and after refusal by them, to have to write to the superintendent of insurance for permission to try elsewhere.

The Insurance Bill was originally drawn up to protect the public against the insurance companies, and those who have already experienced the effect of the virtual combine in the insurance business, will look askance at any legislation which will build up and strengthen so strong an organization. Many associations, including the Canadian Manufacturers' Association, and meetings of commercial and financial interests, have already passed strong resolutions, and have taken active measures to restrict the Bill. The Montreal Produce Merchants' Association have passed a strong resolution against the proposed changes and are urging the dairy interests to take a similar stand.

Retail merchants throughout Canada should look after their own interests in this matter and drop a card of protest to their representative in the House of Commons.

# A Record of Successful Stunts in the Toy Department

Schemes that may be Worked Out to Bring in Trade—Peary Polar-Bear Display—Airships—Santa Claus—Motion Toy Window Displays.

Reproduced from "Playthings."

During the pre-Christmas season every toy store and toy department in the country shows itself in its most imposing dress; it is the time of the year when every youngster will soon have stored away for himself or herself from one, two or three up to one, two or three dozen Yuletide gifts. The money to purchase the enormous stock of toys is being laid aside now, and as in former years the retail toy centres are beginning to feel the first effects of the big Christmas buying. The summer toy display is now a thing of the past, and those indoor lines which include all of the "long winter evening" and essentially "Christmas toys" are now to be seen in almost their full strength in the beginning of the real holiday season.

## G. L. Adams' "The Dubar of India."

G. L. Adams, the toy buyer for the Joseph Horne Co., Pittsburg, Pa., has written us some interesting data regarding a special holiday window attraction which boomed business for his department. He says:

"While I have something very attractive and new each year, such as cages of large, stuffed wild animals, full-sized domestic animals, and humorous figures, I have had living deer for the children to feed and play with.

"But the 'stunt' which I believe attracted the most attention and caused the most talk was a display entitled 'The Dubar of India.' The piece was thirteen by seven feet in size, and when placed in one of our large show windows it brought about a complete blockade of the walks. It showed Lord and Lady Curzon seated on a platform, reviewing a beautiful parade which was composed of gorgeously dressed camels and elephants, fine prancing horses and carriages completely covered with flowers, and numberless Indian and English soldiers, both on horse and afoot.

"Everything in this piece was moving, Lord and Lady Curzon bowing their approval and the parade moving just as it did in India.

"The entire piece was operated by a one-half horsepower electric motor, purchased in Germany."

## "The Largest Doll in the World."

A. D. Wilhelm, the buyer for the H. A. Meldrum Co. Buffalo, N.Y., writes of the sales pulling power of an enormous doll displayed in his toy department. Mr. Wilhelm writes:

"One of the strongest drawing cards I ever had in the toy department was last year, when I purchased the largest jointed doll I could find; had it handsomely dressed and displayed in the toy department.

"In all the headlines of my toy advertisements I invited the mothers to bring the children to see 'the largest doll in the world.' The results were way beyond my expectations, and I dare say that ninety-five per cent. of the children in Buffalo came to view this doll."

## A Peary Polar Bear Display.

Now that the eyes of all the world are turned towards Commander Peary and Dr. Cook and their recent reports on the discovery of the North Pole, there is an opportunity, unprecedented in the history of the toy trade, for the live toy man to seize. The newspapers

everywhere are full of the wonderful stories of how these two famous explorers traveled to the top of the world—editorial comment, personal reports, intensely interesting narrative all tend to take whole pages of the largest daily newspapers. The controversy which has come up between the two men, while it is greatly to be regretted from all other standpoints, has undoubtedly given the whole matter additional publicity and free advertising.

With all this North Pole copy filling up the columns of newspapers, weeklies and monthly magazines, why not seize upon this great chance and arrange for "A Peary Polar-Bear Display" as a window attraction surely, and followed up in the toy store or the department as extensively as the toy buyer deems advisable.

## Show the Public the "North Pole."

Take the largest window the store has to offer and get the window dresser in action. Tell him that in this case, if never again, he must surpass every other toy window in his section of the country. The scene is to be laid at the top of the world, at the North Pole, and here in this window picture the word "Pole" can stand for something tangible; it can be a small red and white barber's pole, a grotesque character from the land of the Poles, a small iron bar with one of the daring adventurers applying axle grease to the pole, to make the world move along a little faster, or anything else that the ingenious toy man desires.

## Use Jeweler's Cotton Batting.

Eskimos, Eskimo huts, icebergs, white Polar (Teddy) bears, dog sledges, Polar ships, supply points for the explorers, toy whales, seals, etc., and other familiar objects seen in the Far North should be pictured. A painted background, showing the Aurora Borealis, would help out in its wonderful colors of green, gold, purple and ruby. In representing these northern scenes, jeweler's cotton batting, covered by "Santa Claus snow," makes an ideal picture of snowy plains and mountains. Large chunks of rock salt, covered with bits of mica and imitation snow, will show up attractive icebergs. White Teddy bears should move rapidly as Polar bears in a display of this sort.

The use of jeweler's cotton batting is much to be preferred over the ordinary cotton batting for this sort of work. It is thinner, easier to handle, and will split in the middle and not present that "pressed-down" appearance. Moreover, about one-half the quantity will suffice, and the showing with this imitation snow makes the most brilliant appearance possible.

## Cook, Peary and the Pole.

The toy buyer might make this North Pole window a picture of the Cook or the Peary expedition; or, again, it could show both of these adventurous explorers approaching the coveted goal of the ages from different directions. As one paper humorously wrote it, the toy man might picture Peary climbing up the Pole, while Cook is sliding down. We believe this to be a most excellent idea for the early holiday window, to be used as long as it is found to be pulling the crowds and advertising the store.



**This is an Aeroplane Age—Make Use of it.**

Another subject which is receiving steady public attention is that of the conquest of the clouds. The recent international aeroplane contests held abroad resulted in a victory for an American machine, which means that the next international contests will be held in the United States, on Long Island, positive proof of live and vital public interest in the aerial sport with Americans. With matters in this shape an Aeroplane Display Window should be popular with the passing throngs. The market offers any variety of toy airships which have retail prices of ten cents, ten dollars and all the intermediary prices. They can be swung from the top of the window, placed on the floor, sailing over mountains, clouds, etc., representing, say, the international contest recently held in France. The trade offers in miniature every type of American and foreign car and the various entries could be marked "Curtis," "Latham," "Bleriot," etc. With a window of this kind dolls of all sorts could be shown viewing the races; trains and toy wagons could be shown bringing the crowds, etc.; toy houses of all sorts would naturally help out the picture and so on through an infinite variety of popular priced toy merchandise.

**An Airship for Santa Claus.**

If desired, a special airship could be constructed to show Santa Claus arriving in town in his air car, loaded down with Christmas toys; this number to be six or more feet in width, according to the size of the toy window. It might be shown just arriving at Brown Brothers toy store, a miniature representation of the house being used for this particular window display. As in the North Pole window, the Airship window should be followed up inside of the store in a manner which will make the window one of a distinctive sales pulling power as well as one of strong advertising advantage to the entire store.

**The All-important Santa Claus.**

But no matter what else the toy buyer does in the way of an additional attraction for the little fellows, unless they see a sure enough alive Kris Kringle cavorting around among the toys, cutting up jolly capers, receiving and answering letters, giving inexpensive presents now and then, the holiday toy display is not quite complete. The whole spirit of Christmas to the mind of the child is expressed by the character of Santa Claus, and year after year the lovers of the little people promise these kiddies "A Trip Down Town to See Santa Claus," even as their mothers took them down town to see old St. Nicholas many years ago.

**Santa in the Toy Window.**

It has always been a good stunt to put Santa Claus in the street window for at least part of the day, and have him kept busy demonstrating the new toys and mending broken ones, using placards in either case extending a hospitable invitation to come in and see the monster toy display. Any live figure in a store window "doing something interesting" is of immediate interest to the crowd on the street, and at holiday time one of the best figures to use is a live Santa Claus. Here you are sure to have "A Motion Toy Window" of a high order.

**Clerks in Costume.**

While speaking of a man costumed as Santa Claus, the idea presents itself that the toy buyer could create

a small-sized sensation in his town by having his clerks appear behind the counters and at the toy tables in costume—in a costume that would be harmonious to the general color scheme and to the general idea of the toy display. They might be dressed as Santa Claus' skilled workmen, as sailor boys and girls, as North Pole Eskimos (in some arrangement of clothing not requiring real fur, which would be too warm) or other costume which would be particularly appropriate for local trade.

**The Motion Toy Window.**

Too much cannot be said in favor of a display window which embodies motion in some form, be it a real or mechanical Santa Claus, a pageant or parade, a moving railroad, etc. The toy man can spend much or little in this respect, and if care is taken in making the purchases the money could hardly be spent in a better cause. Motion catches the eye and halts the crowd. It brings the prospective purchaser into the store, sells him the goods and sends him on his way rejoicing, talking to his friends and advertising the store.

**Features for Interior Specials.**

The Holiday Toy Displays of the leading toy departments and toy stores have found that some strong attraction and entertainment, among the toys themselves, where they are sold, has hardly ever failed to pay for itself, especially when given generous notice in the papers—and right here be it said that a really novel arrangement never fails to bring forth some valuable reading notices from the town newspapers. A favorite idea with a great many toy buyers is to show some pet animal or animals in the toy department; deer have been used, "The Smallest Horse in the World" has been used, as have trick animals and circus animals in cages, all to very good advantage.

**The Value of Music.**

Music by gramophone, singer and popular song player has, is and always will be a feature of many toy displays, as it lends a festive air which is required more than ever in the holiday departments. Music puts the average and normal visitor at his ease and in good spirits at once. It lures him among the toys and fattens up the order books. Representations of popular playgrounds, such as Coney Island, have found favor with the shoppers, and the toy world can use more of them.

**Demonstrations Most Important.**

By way of practical entertainment for the youngsters, the demonstration idea can, and no doubt will, be used to result in stronger returns than ever during the approaching holiday season. In demonstrating games, the clerk who does so can play the role of magician and perform amusing tricks, whose solution and ownership requires the investment of a dime or quarter. The demonstrator can play a similar role in disposing of fortune-telling games. The demonstration of new toys is advertising, entertainment and salesmanship combined. Scatter the demonstrators to avoid too large crowds, and use more and better workers than ever before. The issue is one which has been tried and not found wanting.



## News from Canadian Trade Centres

Interesting Items Gathered from all Parts  
of Canada — Business Good Everywhere  
—Changes and Improvements Noted.

### ENLARGING THEIR STORE.

St. John's, Nfld., November 9.—The Atlantic Bookstore has taken over the premises occupied by the late Thomas Charles, at the foot of Prescott street, and extensive alterations are now being made. The interior will be remodelled and fitted up in style. The intention is to put a large plate glass where the present entrance is and also one facing Prescott street. The two shops will be connected by an archway which will give the place an impressive appearance. When completed Manager Power will have one of the finest shops in the city.

### IT COST MONEY.

Calgary, November 15.—The highest price ever paid for inside property, that is other than corner property, was paid by F. E. Osborne, of Osborne Bros., stationers, this morning when he purchased from C. R. Brown the lot and building now occupied by that firm as a stationery store. The amount handed over to Mr. Brown was \$35,000, and as the lot is only 20 feet in width, it means that each foot cost Mr. Osborne exactly \$1,750. The new proprietor has commenced extensive improvements on his new property with a view of making it one of the most up-to-date stationery stores in western Canada.

### A CHANGE AT SALMON RIVER.

Salmon Arm, B.C., November 22.—Albert Bedford has purchased the business of S. H. Lawrence here. Mr. Lawrence carried on a stationery, fancy goods, ice cream and soda water store and Mr. Bedford will add as well a full line of drugs, proprietary medicines, toilet articles and optical goods, sufficient to meet the requirements of the town and district.

### IMPROVED THEIR STORE.

Pictou, November 23.—James MacLean & Sons have been making several improvements in their bookstore here. They have put up a hardwood stairway which gives better access to the show rooms on the second floor, where they have now on display their stock of Christmas fancy goods.

### STEDMAN BROS. EXPAND.

Brantford, November 25th.—At a special meeting of the Collegiate Institute Board held on Friday evening, the sale of the present collegiate institute and property on George street, to Messrs. Stedman Bros., wholesale stationers, which was recommended by a special committee, was ratified. The sum paid for the building, which is now in use as a school, was \$8,250, and the sale includes not only the collegiate building and grounds, which are very spacious, and will allow much extension in the future, but also the gymnasium, which will probably be used as a stock-room for heavy goods, and a janitor's cottage on Grey street. There is 264 feet frontage on George street, and 132 on Grey and Marlborough streets, and it will be seen that the purchasers have secured a most adaptable site for future enlargement. Messrs. Stedman Brothers will remove their wholesale stationery plant to the new building, though possession will not be given for several months, probably not until October next. The price was most reasonable for the property involved.

Some twenty years ago the Stedman Brothers commenced selling newspapers on the street, and early showed their business ability. The Burchell murder trial may be said to mark the definite establishment of their present extensive business, for it was the tremendous sale of papers consequent upon that trial which decided them to go into business on a still large scale. In course of time increasing business made it necessary to open up a stationery and news store at 148 Colborne street. In 1908, the stationery business of W. J. F. Mallagh was purchased. It is in the wholesale line that the enterprise of the firm is most apparent, they employing fifty-five hands in their wholesale establishment, where post cards, calenders, booklets and Christmas cards are manufactured. There are three brothers in the firm, Messrs. Samuel, Edward and George.

### CHRISTMAS TRADE STARTS EARLY.

Montreal, December 4.—One thing particularly noticeable this year is the fact that Christmas trade started much earlier than usual. As far as books and stationery lines are concerned there is every prospect for unprecedented sales. Excellent window displays were noticed early in the month. This fact had something to do, no doubt, with encouraging early holiday purchasing.

The wording of a post card noticed in one of the window displays of one of our big St. Catherine street book stores, which appealed to the writer is as follows:

"Kind friend! I shall pass this way but once. If therefore, there is anything you can do for me, **Do It Now**. Do not neglect or defer it for I may not pass this way again." These words are very suggestive, and if used properly should serve as a good announcement card for any traveler, as they are bound to appeal to the sense of a man.

Another little paragraph, not taken from a post card, however, but which is good is, "Yes, it's true that advertising costs money, but it's cheaper than going out of business."

In current fiction "The Foreigner," by Ralph Connor, published by Westminster, since it was launched on the market, has far surpassed any of the other books in the field. This work according to the present demand will exceed in sales all this author's other works. "Anne of Avonlea," by L. M. Montgomery, has also taken the fancy of the reading public and the success of this new book has also led to quite a revival of "Anne of Green Gables," a previous work of this author. "The Silver Horde," by Rex Beach, is selling exceptionally well in certain stores, while in others the demand is not so brisk. "Truxton King," by G. B. McCutcheon, still continues to forge ahead and is among the best sellers. "The Danger Mark," the best selling book in Canada last month, is asked for frequently, but the demand is beginning to fall off. "The Attie Guest," by R. E. Knowles, should prove interesting to most readers once it becomes better known.

### ALL READY AT OTTAWA.

Ottawa, Dec. 3.—Everywhere, everything signifies Christmas, and in the book and stationery stores some beautiful specimens of holiday cards are being shown. Calendars are also, as usual, displayed in variety and abundance, and seem to be in very fair demand. Some of the better class of cards are being purchased for mailing to distant points, and this year more than ever the special private greeting cards are meeting with much favor.

Books are being bought, and in this line there are some special picture editions which command attention from their artistic worth.



Note papers and papeteries are prominently placed in the various stores, and anyone desiring this class of goods cannot experience any difficulty in making a very suitable selection.

Figures must possess some sort of magnetism or hypnotism, for certain combinations invariably cause a big sale of the goods so priced. One local bookseller has "The Foreigner" offered at 98 cents, and his prospects are good for a multitude of orders.

Inquiry from the storekeepers indicates that real solid purchasing has hardly commenced.

## HURST TO REPRESENT CRAIG.

TORONTO, NOV. 29.—Aubrey O. Hurst returned today from a trip to England, where he visited the headquarters of Chas. Goodall & Son, and made all necessary arrangements for pushing this firm's lines in America during 1910. Mr. Hurst, while in the Old Country, also made final arrangements to take over the agency for Canada and the United States of Robert Craig & Sons, the makers of blotting papers, wallpapers, hangings, ingrain, etc. This big concern, with mills at Caldercruix and Airdrie, Scotland, produces 100 tons of blotting paper a week.

A thousand hands are employed and the capital invested amounts to a million and a half pounds. The company have entered into this arrangement with Mr. Hurst with the utmost enthusiasm and are determined to place their goods from one end of the Dominion to the other.

Mr. Hurst had a pleasant trip, hobnobbing with Lord Charles Beresford on the way over.

## DEATH OF FRENCH-CANADIAN BOOKSELLER.

MONTREAL, NOV. 17.—Edouard Castel, proprietor of Castel's bookstore, on Craig Street East, died here today. His store had been for years a rendezvous of French-Canadian literary men, where his friends were accustomed to congregate to discuss books and kindred subjects. Mr. Castel once met Victor Hugo and he never wearied of telling about his talk with the great French writer during the latter's exile in Guernsey.

## BRISK BUSINESS IN WINNIPEG.

WINNIPEG, DEC. 4.—Wholesalers were very busy last month handling all lines of goods. The trade everywhere in the west is reported in excellent condition, and with the extra rush in holiday goods, jobbing houses have been compelled to work over-time to keep up with the trade. The demand for stationery has been particularly strong, and this is an evidence of the continued active business life of the west. It has been noticeable that the quality of stationery for office use, which is asked for this year, is much better than in former years. Fancy holiday stationery has gone out freely and these promise to be heavy sellers this month. Novelties, toys and games have been a feature of the trade, and retailers everywhere have stocked more heavily in these lines than ever before.

Local retailers are prepared for a gigantic Christmas trade. Last year they were not heavily enough stocked with the ordinary holiday lines, and long before the festival day stocks in various lines were quite depleted. They have, therefore, taken precaution not to allow a repetition of this occurrence. The stores present an attractive appearance, and some of them appear almost overcrowded, due to the endeavor to land the great trade of the season.

Attractive greeting cards are a feature of store decorations. Those distinctly western in their design have

proven very popular and very few will survive the Christmas rush. Local store windows present a gay appearance, and although no special Christmas windows will appear, the displays will all the time be of a very high order.

A matter which has been giving local stationers considerable annoyance of late is the fact that the leather goods trade has been slowly going away from them. One merchant said that the department stores had cornered that trade and got it by cutting prices. Just whether the other merchants are justified in dropping the line of goods is a question. It would seem that an endeavor to win back the trade by advertising and effective window displays would bring results. The department stores cannot continue to cut prices always. They must have a profit. Let the other merchants remain in the field and only keep up a little harder fight and the public will know that it is not only the department stores which handle that certain article.

## WINNIPEG BOOKSELLERS AGITATED.

WINNIPEG, DEC. 4.—It has recently come to light that the act prohibiting canvassers from operating in this province, except under heavy license, has not been strictly enforced. Some outside firms have been represented in the city by agents, who for some weeks have been taking orders from the public for Christmas cards, stationery and novelties, and have left the city without being molested by the local authorities. Just who is to blame for permitting this is not easily seen, but, of course, local retailers claim that there is a member of the police department specially delegated to see that the License Act is enforced. That they are justified in unloading the responsibility in this direction seems reasonable, since it is to the civic authorities that the business tax is paid, and in turn the city powers should protect in every way possible the retailer that pays this tax, and not allow agents from outside centres to do house to house or office to office soliciting for goods, which the retailer is paying for the privilege of selling. Whether or not, however, there is a civic official to do this work, the retail merchants should not be content to leave such important matters absolutely in the hands of a more or less disinterested party. That the city should have an official to ferret out unlawful proceedings in this direction is only just, but the retail merchants themselves should, as far as possible, see that the official does his duty, and, if necessary, assist him in the performance of that duty. The Retail Merchants' Association should have taken action.

Another matter which must sooner or later be met by the retail merchants of this city, if not in many other places, is the manner in which many retailers are discriminated against, by means of the early closing by-law. It is not that any merchant that now closes at six o'clock wishes to remain open later, but it is that there are stores which are allowed to remain open day and night and sell goods all the time, which the restricted merchant can only sell within a limited time.

Local booksellers and stationers are very much concerned about the drug stores handling their line of goods after six o'clock. Almost every druggist is stocked with fine stationery and greeting cards, leather goods and many other lines, which are time-honored staples in the retail stationery stores. At the present time customers are purchasing these goods for Christmas gifts at all hours of the night. Manifestly this is unfair to the bookseller. It is evident that no one is going to murmur until the matter is laid before the association. It is not a question as to whether the druggist shall stock the stationer's goods, but whether he should sell them after six o'clock.



# What Manufacturers and Jobbers Offer This Month

New Goods Not Very Plentiful at Present—Attention Being Directed to Closing Up Christmas Business—A Few Notes of the Month.

## Plasticine.

Among the many novelties which are being delivered to all parts of western Canada by Clark Bros., Winnipeg, is a line of goods particularly interesting to children, and continually becoming more popular as a source of amusement and instruction. Harbutt's plasticine is a modeling material for artists, schools, kindergartens, arts and crafts, and home amusement. The material is clean and practically indestructible, made in five colors—grey, red, blue, yellow and green. It requires no water to make it pliable, and remains plastic for any length of time, so that it can be worked over and over again. It is sufficiently firm to stand exhibition purposes, and improves with age and use. Heretofore clay has been extensively used as a molding material, but in many ways it is unsatisfactory. Artists find that plasticine supercedes clay for rapid sketching, studies of drapery, composition and effects of light and shade. It will not shrink or droop when used for the most colossal work requiring tons of weight. It is useful in school in the study of geography; in the engineer's



or architect's office for relief work; in the home as amusement and instructor. It is put up in attractive boxes and they would be appropriate Christmas gifts to artists, teachers and children.

## All Holiday Lines Complete.

Buntin, Gillies & Co., Hamilton, report that their assortment of holiday lines is still unbroken. They have tried to provide for the last minute demand for Christmas and New Year post cards, fine papeteries, playing cards, tally cards, and the innumerable sundries which are apt to be sold out. Worthy of special mention are the lines of holly cards, tags and seals. These are attractively put up in ten cent packages and show a good profit to the dealer. There is always a big demand for holly wrapping, gummed ribbon and colored twines for making attractive packages. Dealers should order now while the line is complete.

## Boosting Waterman's Ideals.

The holiday issue of The Pen Prophet, published by the L. E. Waterman Co. is a dandy. Old Father Christ-

mas smiles out benignly from the cover with a big Ideal pen grasped in his red mit. All around him are heaped decorated boxes containing Ideals. An interesting feature in the number is a list of the newspapers and magazines which will use Ideal advertising in December. Their combined circulation runs to 19,539,277, or allowing four readers to each copy, 78,157,108 readers. Throughout the Pen Prophet are shown electros which will be supplied to dealers for advertising purposes and also much reading matter of a helpful character.

## Penn-craft People.

Bookseller and Stationer has heard again from the "Penn-craft" people. This time in the shape of a most artistic calendar. If this calendar is a criterion of what their line will be we advise the trade to sit up and take notice. There is a constantly increasing demand amongst the better class of trade for just such goods as the "Penn-craft" people, whoever they may be, are producing.

## Blottings and Wall Papers.

The extensive line of blotting papers, wall papers, colored cover papers, envelope papers and manillas, and wrapping papers made at the Scottish mills of Robert Craig & Sons, will be shown in Canada by Aubrey O. Hurst. The Craig lines were referred to in the last special Bookseller & Stationer, and merit careful attention from buyers. Ranging from Spongia to Magnet, Velvet and Nestor, they produce blotting papers to meet every requirement. In wall papers, their oatmeal ingrains, silkette hangings, velours and embossed papers are finest grade products. Mr. Hurst will show samples of all these lines on his next trip.

## Canadian Playing Cards.

Better value cannot be made than the "Shuffler" playing cards, No. 744, manufactured in Canada by the Copp, Clark Co. They have round corners, colored backs in red or blue designs, and a fine ivory finish that makes dealing a pleasure. Price to the trade, \$1.50 per dozen.

## THE MUSIC DEPARTMENT.

From now on until the beginning of February it is likely to be quiet in the sheet music business. The public begins to give all its attention to Christmas shopping and throughout the month of January to the big reduction sales in the departmental stores.

Some of the good songs for the month are: "Only Baby Fingers" and "I'm Going Back to Work Down on the Farm," published by the Delmar Music Co. "Strolling," by the writers of "In Dear Old Sweetheart Days," also published by this house, is reported to have continual success from a sales standpoint.

Paul Lincke's "Glow Worm" has taken quite a hold on the Canadian market at this late date and at present there are no signs of diminishing sales. It is published by Jos. W. Stearn. "I wish I had My Old Girl Back Again," by the same publisher, is also in favor.

"Funny Face," Harry Von Tilzer, publisher, is the title of a new piece.



"Say Boys I've Found a Girl," by the writers of "I Wish I had a Girl," is quite prominent. It is published by Shapiro. The edition of "June, July and August," published by Cox, Toronto, by the same authors, is also proving a winner.

The Gus Edwards Music Pub. Co. have a good number in "When You Know."

Ted Snyder Co. has two good pieces in "Next to Your Mother, Who do You Love?" and "Wild Cherries," instrumental.

Jerome H. Remick is prominent also with "Her Name is Mary Donohue" and "There's a Big Cry Baby in the Moon." This last song is catchy.

"Gee, but There's Class to a Girl Like You," is published by Will Rossiter. It's good too.

### MOVING IN JANUARY.

Toronto, Dec. 6.—The Geo. M. Hendry Co. have secured the ground floor and basement of the large office building now being completed at 215-219 Victoria St., and will remove to their new premises about January 15, 1910. These two floors will give them a floor space of 10,500 square feet—more than double the space in their present building.

### DOINGS IN ST. JOHN.

St. John, N.B., Dec. 3.—With a very satisfactory summer's business in the immediate past, and the prospects bright for a brisk Christmas trade, the dealers in books, stationery and fancy goods are feeling quite contented. In all the stores now there is a bewildering array of toys and fancy goods displayed on special tables and counters, and extra help is being secured for the expected rush of holiday buyers.

A feature of this year's display is the great variety of very pretty calendars of local and imported manufacture. A profusion of dolls, attractive books for young and old, toys, (mostly "Made in Germany"), and countless other lines are shown. Several of the dealers are showing some very dainty Christmas cards and booklets, which they sell, to order, with the name of the sender printed thereon.

In consequence of a recent real estate deal, resulting in the sale of the Secord block to a dry goods house, the firm of E. G. Nelson & Co. will have to seek new quarters. For many years "Nelson's Bookstore," at the head of King Street, the centre of the business district, has been one of the city's landmarks, and it will seem odd to look for them anywhere else. J. E. Secord, the present proprietor, states, however, that he has other premises in view, and it is probable that when the time comes to move, in a few months, it will be to larger quarters, where the rapidly increasing business will have plenty of room for expansion.

The Dominion Specialty Company, which has conducted a business on Charlotte Street, devoted to art goods, sheet music, etc., assigned recently to A. A. Wilson, K.C., and the stock has been purchased by James S. Frost.

G. Herbert Flood, who was a member of the firm of C. Flood & Sons, dealers in books, stationery and fancy goods, etc., which recently went out of business, has been appointed by the Dominion Government as agent of the Marine and Fisheries Department at this port.

### SOME PERSONAL ITEMS.

W. H. Manning, stationer, Ingersoll, is dead.

Smith Bros., stationers, Vernon and Kamloops, B.C., have sold their Kamloops business to A. C. Taylor.

William Copp, C. J. Musson and E. W. Walker are three Toronto publishers at present visiting the trade in England.

George Warwick, president Warwick Bros. & Rutter, Toronto, is at present in Europe, engaged in securing import fancy goods lines for next season. He will be back about Christmas.

A. de W. Anderson, London, Eng., representing the Caribonum Co., Ltd., manufacturers of all kinds of carbon paper, has been a trade visitor in Montreal. Stationers interested in securing a fine line of carbon paper, should write for samples to Caribonum Company, Ltd., Caribonum Works, Leyton, N.E., London.

## A SHREWD STATIONER

when buying a line takes into consideration its reputation as to quality, style and manufacture, and these are really the selling points. Price is important, it is true, but in order to have your trade return for the same thing you must have the best, for no one wants a poor article a second time.

That Hurd's papers and cardboards are the best is unquestioned, and while the price may seem a little high, the quality and reliability far offset any difference. They are known the world over for their unequalled quality, purity and perfect finish.

We have added the Orchid shade to the other popular tints in the Lawnette paper. It is particularly attractive.

GEO. B. HURD & CO.

Fine Paper Makers.

425 & 427 Broome Street, New York, U. S. A.





# How a Merchant May Improve His Insurance Ratings

## Failure to Apply Principles of Economy to this Department of Expenditure — Consultation with Local Agents Advisable in Order to Ascertain Details of Rating and Necessary Items of Improvement.

One of the most important questions that the merchant or manufacturer can ask himself at the present time is: How can I improve my insurance rating? Authorities with whom this matter has been discussed declare that the indifference displayed by some of the most wideawake business men with reference to the risk represented by their premises is nothing short of surprising. The great majority have never taken the trouble to ascertain from local agents what their key rates are or to inform themselves with reference to those details which constitute them. It is safe to say that, if they did, they would stand self-accused of their failure to apply the first principles of economy to this department of expenditure.

### Fair Basis of Rating.

Although it is a commendable fact that forces are at work with the object of bringing about a better condition of things, the local insurance agent has not, heretofore, been expected to exercise his initiative in this matter. While a town is under a minimum tariff where risks are not always considered on their individual merits, but subject to the same rating whether good or bad, no great reform can be worked. Obviously, the specific rating which weighs the conditions surrounding a building and charges accordingly is the fairer; it discriminates justly between the good and the bad. Of course, the town's fire equipment and its fire record are always matters for consideration and are made the bases of penalties or credits as the case may be. Authorities state that the time is not so far distant when all centres of population will come under the specific rating.

### Consult With the Agent.

What step must the merchant in a town to which specific rating is applied first take in the direction of improvement of his individual risk? He will go to his insurance agent and ascertain his key rate. The agent will inform him as to the full details of that rating, where he is penalized and where he is credited, and, if he be a competent man, will also be able to tell him what he must do to improve the risk.

On one point there cannot be too great emphasis—that the first duty of the merchant is to employ a competent insurance agent, not because he is a relative or friend, or out of charity, but because he is a competent man.

A merchant's insurance is more frequently gauged by the rate than by his own requirements. He is willing to spend three, four or five hundred or a thousand dollars for insurance, and the agent who can supply him with the largest amount of insurance for that money is the man who is doing him a service. Low rates do not necessarily mean less premiums, but probably would mean a larger amount of insurance. The minimizing of fire possibilities is likewise an important point to keep in mind.

In stringent times, the merchant looks at his insurance and if he thinks he can save a hundred or two he is going to do it. The man who can show him how he

can best effect that saving is the man who gets his business and keeps it.

There is scarcely a conceivable circumstance under which this rule will not apply, that reduction in rate is made for improvement. Instances are not wanting which go to show that where changes have been made to comply with recommendations with the object of securing better rates they were of such a character as to add materially to the value of the buildings, and in many cases were in contemplation before the owner had thought of their significance from an insurance point of view.

A merchant who has in view the "improving" of his risk by remodeling or rebuilding should first ascertain from the insurance agent doing his business how those changes are going to affect his rating.

Consultation between the agent and the insured, at such times, should be the rule and not the exception. It is here that the competent man can do good service; if he does not advise his clients somebody else will.

### Small Outlay for Big Saving.

Case after case can be cited in which the most inexpensive improvement to building or equipment has effected great saving in insurance bills. Bookseller and Stationer's attention was recently drawn to a notable instance in which a manufacturer by an expenditure of \$50 cut down his bill by over \$500. By installing a bucket tank, by bricking up a small hole, by protecting floors or woodwork near stoves or furnaces, by keeping packing material in proper bins—these and scores of other little things all count in the making up of a rate. The fact that there is a deduction made for no cellar or basement is significant. The cellar is so often made a dump hole for all kinds of rubbish, and is the place of origin of many fires, that the penalty seems justified.

### Faults of Management.

The faults attributed to management, in the mercantile survey on which rates are based, account for a large list of penalties any one of which may be easily overcome. For example, if there are stovepipes through the floors or partition, not protected, an additional 50 cents is charged; through the window, roof or wall, with double metal chimney, 50 cents additional; not protected, \$1.00; entering bottom of flue vertically, 25 cents extra; entering flue in attic or unused room, 25c additional; bottom of elevator shaft used for closets, etc., or waste, 50c; untidiness, rubbish, ashes, etc., in cellar or attic, 25c; open lights in show windows or electric bulbs covered with tissue paper or paper shades, 25 cents extra, and so on. There may be points about the construction of a building which the tenant or owner can as easily improve upon as in removing any of the "faults of management," and with reference to these the fullest consultation with local agents is urged. There is not only the individual risk to be considered, but likewise the reputation of the town. It is safe to say that the progressive merchant who recognizes the importance of his own status will not long stand for deficiency of municipal equipment.



## Higgins' Inks and Adhesives



The Higgins' Inks and Adhesives are in a class by themselves. They are the best goods that original thought, conscientious workmanship and sustained high ideals can produce. They are largely imitated but never equalled. They give unvarying satisfaction to consumers and dealers, and every unit is backed by our absolute guarantee. PRICE LISTS AND DISCOUNTS ON REQUEST.

**CHAS. M. HIGGINS & CO., New York, Chicago, London**

Originators and Manufacturers of Inks and Adhesives

MAIN OFFICE, 271 Ninth St. BROOKLYN, N.Y., U.S.A.  
FACTORY, 240, 244 Eighth St.

### DIED IN NEW YORK.

New York, Nov. 8.—The death occurred here to-day of John Ireland, who was for several years as a young man in the employ of the Dawsons, of Montreal. He came to New York in 1863 and was in the employ successively of Sheldon & Co., Thomas Nelson & Sons, and A. D. F. Randolph. In 1885 he opened a book business of his own at 1192 Broadway, but failed in 1898, when he took a position in the retail department of G. P. Putnam's Sons. He took special interest in the writings of Canadians, particularly those of Dr. Drummond.

### English Items.

Arthur H. Stockwell, of 29 Ludgate Hill, London, England, has just published "The Mysterious Light," a novel by Janet B. Orr (2s.) "The Coming of the Child," a dream, by Theodore Phillipy, (paper 1s.), "Garnered Sheaves," poems, by the author of "Prairie Chickens" (2s.), also "The Queen's Favorite and other poems," by M. H. Abraham-Jewell (2s.).

A new volume has just been issued in the series of "Sunrise" publications, from the press of the Sunrise Publishing Co., Warrington, England. "A Midnight Fantasy," by Arthur Bennett is descriptive of the poet's dream journey in the mystic hours of night. Whirled through space on Fancy's wings, he finds all that he has ever dreamed of. Friends in legion are introduced, in great variety and swift rotation, famous personages, from David down to Marie Correlli, have their entrances and exits. Authors, artists, characters in poetry and fiction, form a brilliant company. There is a bewildering fascination in this book of poems, which one finds it difficult to describe.

## "WELLINGTON" PHOTO SPECIALTIES

PLATES PAPERS FILMS

No order too small for best attention

WARD & CO., 13 St. John St., MONTREAL



## SPENCERIAN STEEL PENS.

The Standard Brand in United States for over fifty years, among expert and careful writers, and recognized by accountants and correspondents as

### THE BEST

Works: BIRMINGHAM, ENGLAND

Imported by all the leading stationers in Canada.

Proprietors: Spencerian Pen Co., New York

## HAVE YOU TRIED THIS ONE?

**JOHN HEATH'S PENS**

Supplied by leading Wholesale Houses in Toronto and Montreal.

London (Eng.) Export Agency:  
**8 St. Bride St., London, E.C.**

0278 TELEPHONE PEN. Reg. in Canada

**The TELEPHONE PEN**

REG. IN CANADA

## WAVERLEY PENS

THE WORLD'S FAVORITE



THE RESERVOIR WAVERLEY WRITES  
250 WORDS WITH ONE DIP OF INK

SOLD EVERYWHERE

**MACNIVEN & CAMERON, LTD.**

Steel, Gold and Fountain Pen Makers to the Trade  
**WAVERLEY WORKS, EDINBURGH**



# The Village Merchant and His Great Opportunities

A Man can Place Himself Above Competition in a Small Place — Only Two or Three First-class Business Men There—Ways to Get Hold of Business and Develop It.

By Frank Farrington.

The man who thinks that it will not pay him to go into business in a village because there is not business enough there, simply is ignorant of the actual conditions. It may be that he could not get enough of that business to make it profitable, but in a village of 2,000 there are 2,000 people right there to buy from him, and there is a surrounding country that will have an available population of from 500 to 50,000 whom he can reach with advertising and possibly induce to buy from him.

The man who has success written in his head will not lack for people to buy goods from him in the smallest village, and the man without it could not make a success of the only dry goods store in Indianapolis or Tallahassee. Of course there is opportunity everywhere. Waterproof. Ia., Overall, W. Va., Oshkosh, Tuscaloosa, or Medicine Hat. The man is the thing. And the average man will find that his mental equipment has a higher proportionate value in the village than in the city.

You are in direct competition with the best in your town or city, however large or small it may be. It should require no exceptional discernment to see that those who have risen to be the best among a hundred thousand must be better than those who have just made first place in a field of one thousand. Which would you rather have as competitors?

What can a man do in a village store?

He can succeed. He can build up a business just as big as he has the ability to handle. The size of his business will infallibly be the measure of his ability. In the city that is not true. His ability may be handicapped by a thousand influences entirely outside of his control and not at work at all potently in a village.

## No Limit to Village Business.

There is no limit to success possible for a village business. There are instances where in villages of some 500 inhabitants, and that's a pretty small village, stores have been started that have reached an annual turn-over in six figures.

I know of a modest drug store in a village of 3,000 that has cash receipts of \$20,000 per annum. That's a good business for a country drug store with the accompanying low operating expense.

The village druggist with a stock of \$4,000 and a store expense of \$1,500 to \$1,800, not including his own salary, may operate a business with yearly receipts of \$15,000, which should show him a gross profit of 40 per cent.

The village grocer with a \$20,000 gross receipts may net himself an income of from two to four thousand dollars.

Two young men who started in the grocery business ten years ago with \$3,000 capital in a fair-sized town now do an annual business of \$228,000, with an operating expense of less than 13 per cent. This in a place where, to use the words of one of the partners, "Competition is fierce."

The one thing that has opened the way to the village mercantile success is the development of advertising. In the old days when a man could do no more business than he could extract from the people who might pass his door,

there was no such thing as a big village success, and mighty few other big successes.

Now the trade of the world is open to any man who has a little capital and something to sell.

## Must Advertise More.

In a city a man wins by just one method—advertising ability. In the village every talent he has may be brought to his aid. Is he a good mixer. Then he will make friends who will patronize him and send their acquaintances to his store, even if he were the poorest of advertisers, and I can show you to-day cases where men whose advertising was practically worthless have developed a trade that gave them a good living just by using their personality to that end.

Another man may be a musician and interest in him people of like tastes, or he may be popular in some fraternal order and have all his fellow members working for him. And this does not mean that a man can succeed in any line by neglecting his business for outside interests. The one rule that all merchants must follow until the business has got its growth is that the proprietor's presence in the store is an absolute necessity just as much as he can be there without imperiling his health.

Of course there are villages that have their business opportunities so well developed that there is little chance for any great new success, but such villages are scarce. There is room in practically any small town for a live man to buy one of the undeveloped stores and build it up to something big.

The biggest business can be done in the store that carries the most lines of goods. The store that is only a drug store has a limit. The cigar store has its limit. The way to raise the limit is by increasing the number of lines handled. The general or department store is the store that offers the unlimited chance for growth. It is simply the trust idea in miniature. Plan for a store that will have for its aim the supplying of the local population with everything needed and you will be planning for a big store.

Any kind of store can grow into the general store by the gradual addition of side lines. There is no reason why a clothier or a druggist or a grocer should not sell any kind of goods upon which he can make a good, clean profit. The idea that one must not break out of his own particular line, that the shoemaker must stick to his last, is entirely out of date. The shoemaker who sticks to his last will never be anything but a shoemaker. Of course there is nothing to prevent the man who is more contented than ambitious from being a good shoemaker and a happy one.

## Keeping from Bankruptcy.

There is every reason to believe that it is not the most ambitious man who enjoys life the most. To be successful in one line, and to make a comfortable living at it, that is success enough for most men.

In the village a man may succeed in that latter way by taking one line and handling it well, doing a profitable business with careful management and small expense. He



# Condensed or "Want" Advertisements

## AGENTS WANTED.

*This is the problem of many English and American manufacturers and publishers. Why not use an Ad. under this heading?*

**MEN** selling on commission, or men whose time is not fully employed, should become our agents. The Canadian Grocer, Dry Goods Review, Hardware and Metal, Printer and Publisher, Bookseller and Stationer, Plumber and Steamfitter, Canadian Machinery and Power House are all well known and highly regarded trade papers with a large circulation throughout Canada, United States and Great Britain. The circulation must be maintained and increased. We pay large commissions to men who push for new subscribers. If you can do anything in this way write the Circulation Department, giving references. The MacLean Publishing Co., Toronto.

**WANTED**—in every town and village, a representative to take charge of the circulation of our various publications:—Hardware and Metal, Canadian Grocer, Financial Post, Plumber and Steamfitter, Dry Goods Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery, and Busy Man's Magazine. Good financial standing and business connection a strong recommendation. Just the position for a retired business man for his spare time. The MACLEAN PUBLISHING COMPANY Limited. Toronto. (t.f.)

## BOOKS WANTED.

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## SALESMEN WANTED

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In the village all forms of advertising are available for the smallest dealer. The local newspapers are generally issued weekly, and all the inhabitants are within reach of distribution either by mail or by messenger. In the city the small retailer is badly handicapped in his desires to advertise. The daily papers are beyond his means and they have too much waste circulation anyway. He has no good mailing list of possible patrons and it is difficult to secure a valuable list. Anyway direct by mail advertising in the city does not get much attention unless from one of the biggest stores. Even the lowly dodger is forbidden by the municipal authorities in many cities.

The small but lively and growing village is the place for the merchant who wants a successful and money-making career. There his business is safely and economically conducted and there he has a standing that is something more than that of a mere atom in the huge conglomerate mass of a city population.

If he proves later to be fit for the big success in the big city, his smaller success will be the only logical stepping stone to the greater.

In the village a man may sooner become independent and may sooner be a factor in the community life. It is easier to be Somebody there. It is better to be a big toad in a little puddle than a tadpole in a pond.—Business Philosopher.

### THE RIME OF A BERKSHIRE MAID.

(The following clever poem was composed by the advertising manager of the Eaton, Crane & Pike Company, of Pittsfield, Mass. All the capitalized words are the names of papers to be found in the line manufactured by the firm.)

A "Maid in Berkshire" winsome and fair,  
Of the VINTAGE of ninety-three  
Sat all forlorn on CRANE'S LINEN LAWN,  
In the shade of a papetree.  
She wore a HIGHLAND LINEN gown,  
A hat of WILLOW GREEN,  
And a DISTAFF handled parasol  
All covered with GRENADINE.

Her soft ONION-SKIN was DAYBREAK PINK,  
Her TWILLED IRISH lashes were long,  
She gave one a thrill like a GRAND QUADRILLE  
As she hummed at a TWO-TONE song.  
Along came a lad from the COURT OF SPAIN  
With an ENGLISH HOMESPUN coat.  
He had in one hand a QUARTERED OAK cane,  
In the other a PACKET NOTE.

The lad was evidently quite afraid,  
But he, though his courage was fleeting,  
In the lap of the maid his missive laid,  
It contained the SEASON'S GREETING.  
An ORCHID blush her face beset,  
But her smile did not diminish,  
For she was a real OLD STYLE coquette  
And wanted to see the KID FINISH.

"Dear maid, be mine," the lad exclaimed,  
His courage now returning,  
And I suggest that you be HOT-PRESSED  
In these arms which for you are yearning."  
So he took her away in his AEROPLANE,  
To his home at the ROYAL COURT,  
And they're living to-day in CLOVER they say,  
As sensible married folks ought.

There are now half a quire of JUVENILES,  
In CHIFFON and DOESKIN they're dressed,  
They play in the HEATHER in all sorts of weather  
By CROSS-BARS or BONDS ne'er distressed.  
So this is the tale of a Berkshire maid,  
It's written on paper, you see,  
The rhyme may be poor—not the paper, that's sure,  
—It's the product of E. C. & P.

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## FORTIETH ANNIVERSARY OF THE POSTAL CARD.

The postal card, which has revolutionized communications by mail, is celebrating this year its fortieth anniversary. It is generally believed that it was born in Germany, because somewhere about 1865 a German postman evolved the idea of having open letters sent by mail at the reduced postal rate. But the German Government neglected the matter for four years, and allowed Austria to get ahead of her. On the first of October, 1869, the Austrian administration, in accordance with the suggestion of Prof. Hermann, put into circulation the first postal card. Three months afterwards, the Postal Department of Austria-Hungary had sold three millions of them.

As a result of the success, Germany, in 1870, also decided to institute this postal reform, and Great Britain followed suit. After that, in chronological order, came

the following countries: Luxembourg, Switzerland, Belgium, Holland, the Scandinavian countries, and Russia. America came afterwards, followed by France and Spain. In Italy the postal card was introduced in 1874, and in Greece in 1876. On the day that the universal postal union was agreed upon, the first of July, 1878, the circulation of the postal card became general. Ever since the postal card became an illustrated article, its increase has become something marvellous.

A large "To Let After January 1st" sign advises all who pass the present building of the Carter's Ink Company, in Boston, that their new reinforced concrete building in Cambridge will soon be ready for occupancy.

## The Canadian Almanac—1910

The 63rd annual issue of THE CANADIAN ALMANAC will be published about the 25th December, 1909.

The Almanac will contain about 480 pages filled with useful and interesting information, and is invaluable to every citizen of the Dominion.

Besides being an Almanac, this book is a Directory of Banks, Militia, Post Offices, Newspapers, Clergy, Government Officials, Lawyers, Counties, Municipalities, Schools and Colleges, Bank and other Stocks, and is used as a book of reference in almost every office and library in the Dominion.

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## A Pen Sketch of Herbert N. Casson

The Canadian Writer, who has achieved Success as the Author of Several Important Historical and Biographical Works

By E. M. Pomeroy

Herbert N. Casson, author of the recent life of Cyrus Hall McCormick, and of "The Romance of Steel," "The Romance of the Reaper," and any number of magazine articles on social and industrial subjects, is a dyed-in-the-wool Canadian, never having seen any part of the United States until his twenty-third year.

"Bert" Casson, as he is best known to Canadians, was born in a tiny village called Odessa,



HERBERT N. CASSON

At his summer home, "Pine Hill," in the Catskills.

somewhere in the vicinity of Kingston, in the year 1869; and as his father was a peripatetic Methodist minister, he grew up all over the Dominion of Canada. He learned to read in a class of Indians and half-breeds in Manitoba, on the banks of the Red River. Later he became a clerk in a frontier store on the northern shore of Georgian Bay, a hundred miles or more from any railway. At seventeen he was the boy orator of the town of Mitchell, where the astonishing lectures that he used to deliver in the City Hall are well remembered. And at eighteen he was a student of Old Victoria College, in the days before it had forsaken the town of Cobourg for Toronto.

What "Bert" Casson has done in his seventeen years of adventuring in the United States, is a long and picturesque story. From the first, he set out with a purpose, and he has followed this purpose over hill and dale with the tenacity of an Indian. This purpose is nothing less than to abolish the competitive system in industry, and to establish in its place an orderly system of business, with every trade linked to every other trade and with every idler compelled to do his share of the national work. He believes in business as artists believe in art. He maintains that the evils of commercialism are transient, and the natural result of the present unfinished condition of the industrial and financial world. And he has been one

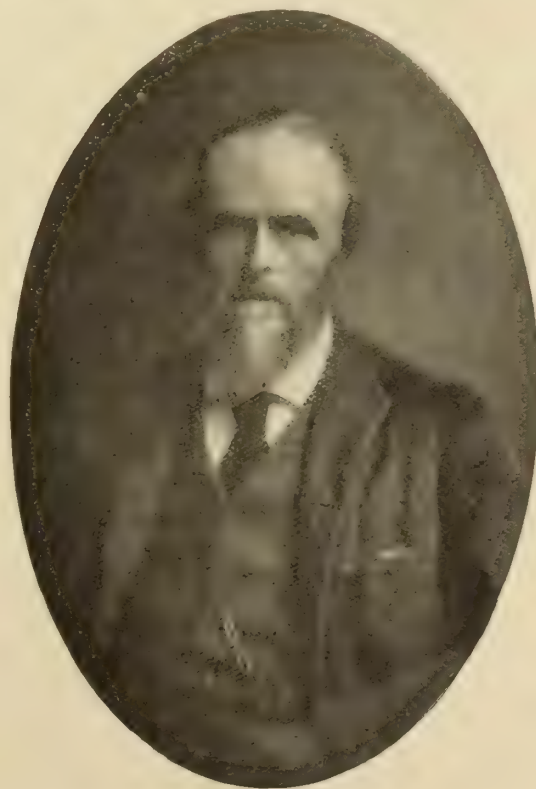
of the few Americans who welcomed alike the coming of the trade union and the trust, as harbingers of the larger industrial system that is to come.

In the pursuit of his purposes, Casson has lived in the slums of Boston and in the fashionable clubs of New York and Chicago. He has edited labor papers in order to study trade unionism from the inside; and he has been on the editorial staff of the New York World and the Wall Street Journal. He has tramped through Great Britain, lived in co-operative colonies, delved through Colorado and Texas, fought Socialists and Wall Street gamblers alike, and has strenuously defended what Roosevelt has called the "good trusts" against all comers.

The London Athenaeum, in reviewing Casson's "Romance of the Reaper," declares him to be the founder of a new school of writing, and one which in its tense, magnetic sentences best represents the American life of to-day. Whether this is too high an estimate or not, remains to be seen; but it is certainly true that in the United States his business histories have become tremendously popular.

## THE STORY OF WILLIAM DE MORGAN.

William De Morgan, the most remarkable of contemporary novelists, who between the ages of sixty-four and seventy, has written four voluminous novels, was born in 1839 in London, where his father was a professor of mathematics at University College. He attended University College School and at twenty entered the Royal Academy Schools. He studied painting there for several years, but turned his attention to stained glass in 1864. Six years later he took up ceramics and remained a potter until 1904, though without much success. Then he turned story-writer purely by accident. During convalescence from a serious illness he was permitted, by way of pastime, to set pen to paper.



WILLIAM DeMORGAN

Whose new book, "It Never Can Happen Again," has just been published by Henry Frowde.

## General Works by Canadian Writers

### Comment on Some Autumn Publications in the Departments of History, Biography, Religion and Description.

Last month, we devoted a page to reviewing several works of fiction, written by Canadian authors. Meanwhile a number of books of more serious import have been accumulating and it is now in order to make some reference to them before the end of the year.

#### Casson's Biography of McCormick.

While McCormick's work as the inventor of the harvester, is more particularly associated with the United States, the land of his birth, yet Canadians may well be interested in this volume, ("Cyrus Hall McCormick, His Life and Work," by Herbert N. Casson. Chicago: A. C. McClurg & Co. Cloth, \$1.50 net.) on account of its author, who is one of the group of young Canadian writers, who are making names for themselves in the United States. Mr. Casson's work is familiar to magazine readers. He has written most entertainingly, "The Romance of Steel," and "The Romance of the Reaper," and in this new book, he gives an excellent pen picture of the man, to whom more than any one else, the success of the epoch-making invention of the harvester is due. He has succeeded in picturing the life and times of McCormick with vivacity and clearness. Dull facts and figures have been clothed with romance. It is a book of up-lift and encouragement, and should take its place among the biographies of men who have done much to advance civilization and culture.

#### A Memorial Volume.

It is gratifying to note that that important historical event of last summer, the unveiling of the national memorial to the Irish fever victims of 1847 on Grosse-Isle, has not gone unrecorded in the pages of a book. To the enterprise of the Quebec Telegraph, is due the publication of a memorial volume, (The Grosse-Isle Tragedy and the Monument to the Irish Fever Victims, 1847, by J. A. Jordan. Quebec: Telegraph Printing Co.) which will preserve in permanent form the memory of that notable event. The publishers have produced an attractive volume, profusely illustrated with half-tones of scenes on Grosse-Isle and in Ireland, and portraits of the men, who have been concerned in the erection of the monument. The letterpress has been collated from the columns of the Telegraph, where special attention was given to the event. The story of the movement to erect the memorial, the history of the tragedy, and an account of the unveiling ceremonies, with the speeches delivered on the occasion, make up the contents. The work has been compiled by Mr. Jordan, of the Telegraph editorial staff, who has brought to his task the sympathy of a warm nature and the ability of a clever writer.

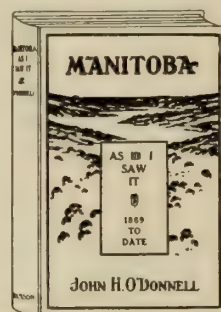
#### A Story of the Chinese.

A mine of information concerning China and the Chinese is to be found in a volume by John Stuart Thomson, a young Canadian now resident in New York. (The Chinese. By J. S. Thomson. Indianapolis: Bobbs-Merrill Co. Cloth, \$2.50). Perhaps it might be even more fittingly called a whole library, for whether Mr. Thomson is writing of the history, the geography, the ethnology, the literature, the art, the government, the education or the religion of this remarkable and conservative people, he seems to be equally at home in every department, and

to be possessed of a varied and accurate fund of information. The introduction into the Orient of western civilization, with its modern methods in transportation, commerce, finance, etc., is bringing about wonderful and far-reaching results, some of which are ably and clearly pointed out by the writer—new world problems arising out of new world conditions, and the writer of this clever book has done a lasting service in directing thoughtful people to a serious consideration of present conditions and the future outlook. The illustrations are excellent and numerous.

#### Reminiscences of a Manitoba Pioneer.

Much valuable local history is being lost to-day, through a lack of effort on the part of our pioneers in setting down in writing the events and experiences of their early days. When we do find such work being done, it is matter of congratulation, both to the man who writes and to the community he writes about. Dr. John H. O'Donnell, of Winnipeg, has given us a valuable book of reminiscences, (Manitoba as I Saw It, 1869 to Date. By John H. O'Donnell, M.D.C.M. Toronto: Musson Book Co.) in which he has introduced a mass of biographical detail about the leading men of Manitoba during the past forty years. From the literary standpoint the book has defects, both in style and in arrangement, but the mass of information it contains will always give it a place among Canadian



books. The portraits, which are scattered through its pages, are excellent, but it is to be regretted that there is no index.

#### Speeches on Transportation.

Senator J. P. B. Casgrain's little volume of speeches (The Problems of Transportation in Canada. By Hon J. P. B. Casgrain. Quebec: Laflamme & Proulx.) is really a second edition of an earlier work. It contains three speeches on the National Transcontinental Railway, delivered in the Senate, in 1903, 1904 and 1909, respectively, a speech on the Hudson Bay Route, delivered in 1907, and two on the Georgian Bay Canal, delivered in 1908 and 1909, respectively. Senator Casgrain has made a close study of the problem of transportation and his speeches are illuminative. The book has been attractively produced.

#### A Concise Life of Wolfe.

Of the two biographies of General Wolfe, which have appeared this fall, that by Edward Salmon, (General Wolfe. By Edward Salmon. Toronto: Cassell & Co. Cloth, \$1.25.) excels in brevity and conciseness. For a short and comprehensive life of the hero of Quebec, the book will commend itself to readers of little leisure, who may be desirous of familiarizing themselves with the outlines of Wolfe's career. From this it must not be inferred that Mr. Salmon's work is so condensed as to be devoid of dramatic power. He has infused into the book an element of romance, and his treatment of the culminating campaign at Quebec is full of human interest. Ap-



pearing at a time when Wolfe's victory has again been brought into public notice by the celebration of the 150th anniversary of the taking of Quebec, the book should command considerable attention.

#### Dr. Saunders' Monumental Work.

Dr. Saunders, of Halifax, has produced what must be reckoned as one of the most important volumes in Canadian literature, (*Three Premiers of Nova Scotia*. By Edward Manning Saunders. Toronto: Briggs. Cloth, \$3.50.) The book, extending to 628 pages, is imposing in appearance, while it seems to possess in its pages all the attributes of sound biography. The three premiers are J. W. Johnstone, Joseph Howe and Sir Charles Tupper. In his preface, Dr. Saunders explains that it had been his original intention to write the life of Johnstone alone, but the other two statesmen's lives were so entwined with his, that he found it necessary to extend the scope of his work to include them as well. The style of writing is pleasing and the author has introduced much material of an intimate personal nature, which makes the book most readable, not only to Nova Scotians, but to Canadians in general. The publishers are also to be congratulated on their work, for the book is worthy of a place alongside the best books of the day.

#### A Missionary-Traveler's Book.

A new edition (the fourth) of "Through Five Republics on Horseback," by G. Whitfield Ray, F.R.G.S., former missionary and government explorer, has been published by William Briggs, Toronto. South America possesses a fascination for many, and this well-illustrated book is calculated to give to all such a clear idea of the continent, so often described as "The Darkest Land." In this edition Mr. Ray has inserted an introductory chapter on South America, which serves to give the reader a good general idea of the continent and its conditions before taking up the various republics in their order.

#### Miss Laut's Entertaining History.

Whether Miss Laut's new history of Canada (*Canada: The Nation of the North*. By Agnes C. Laut. Toronto: Briggs. Cloth, \$2.00) is the long-awaited popular history of the country or not, remains to be seen. She has, however, succeeded in infusing some life into a story, which has unfortunately been subjected to very dry treatment by previous historians. A mere chronicle of facts, a succession of dates is simply history in the nude and it requires skilful draping to make these dates and facts beautiful and inspiring. Miss Laut's aim has been to make the men and women of the past live for readers of the present, and in this she has been largely successful. Anyone reading her book will be entertained and at the same time will receive that instruction in our country's history, which is so needful. A profusion of illustrations add to the attractiveness of the volume.

#### Professor McFadyen's Charm.

An inspirational book of lofty tone by Professor John Edgar McFadyen, of Knox College, Toronto, is among the religious books of the season. (*The City with Foundations*. By John Edgar McFadyen. Toronto: Westminster Co. Cloth, \$1.50.) Prof. McFadyen is classed among the higher critics, and some of the orthodox are inclined to regard him with suspicion, but his present book must disarm all hostility. He is here working on simple gospel fundamentals. His book will be a delight to all who enjoy the interpretation of the Scriptures in a fine and reverent spirit. The volume is made up of a number of short expositions of various verses from different parts of the Bible, each with a special message of its own.

#### Choice Little Volumes by Burpee.

The little series of Canadian books compiled by Lawrence J. Burpee, Librarian of the Carnegie Library, Ottawa, and published by the Musson Book Co., Toronto, including "Fragments of Sam Slick," "A Little Book of Canadian Essays," "Songs of French Canada," "By Canadian Streams" and *Flowers from a Canadian Garden*," deserve much more than a passing notice. They are one of the first attempts to produce something a little better than the ordinary book in this country. True, the books themselves have been made in England but the motif has been Canadian. Mr. Burpee is a genuine book-lover and he has evidently put much time and thought into their compilation. The subjects are suited to the delicate treatment they have received. Of the first, nothing need be said; "Sam Slick" is already too well-known to require an introduction. The essays are the substance of longer articles contributed by Mr. Burpee to various periodicals and deal with Canadian poets and writers. "Songs of French Canada" is made up of translations of a number of French-Canadian poems by Frechette, Cremazie, Chauveau, Routhier, Cartier, etc., and a collection of folk songs. "By Canadian Streams" tells the story of the great rivers of Canada, the St. Lawrence, the Saguenay, the Mackenzie, etc. The books are neatly boxed, and are bound in four styles, cloth, lambskin, Madras and velvet Persian. They will make charming Christmas gifts.

#### A Valuable Local History.

Several county histories of Canada have appeared of late years, but it is doubtful if a more satisfactory one than that of the County of Simcoe, just published in two well-made volumes, has yet been issued. The county council itself is responsible for the publication of the books and it is indeed a pleasure to find the councillors of at least one county taking an interest in the history of their district. It is almost too much to expect individuals or even historical societies to go to the usually very considerable expense of compiling and producing local histories. Such work is of genuine importance and should be supported by the authorities themselves to an extent sufficient to finance the undertaking worthily. The author of this admirable history is Andrew F. Hunter, of Barrie, and he has based his work on a series of historical sketches, which he contributed to the *Barrie Examiner* during 1889, 1890 and 1891. The two volumes take up two phases of the county history—the first covering the public affairs of the county, its institutions, etc., and the second containing a record of its pioneers, with some account of their lives. Portraits of many of these men are interspersed through both volumes. Mr. Hunter has got together a vast amount of historical material and he has done more, he has arranged it carefully and indexed it thoroughly—a feature too often neglected by local historians. Naturally the books will be of most interest to the people of the county, particularly those parts dealing with local personages, but the beginnings of things, as described by Mr. Hunter, must be of general interest. The sale of the books, which is carried on at cost of production, is in charge of Daniel Quinlan, county treasurer, Barrie. The fact that they have been made by Warwick Bros. & Rutter is sufficient to indicate their quality. (\$2.00 for two volumes).

#### A CATALOGUE OF CANADIANA.

The Museum Book Store, 45 Museum street, London, W.C., have issued a 68-page catalogue of Canadiana, which includes an immense collection of books, pamphlets, maps, prints, portraits, etc., relating to Canada and its provinces. A special feature of the collection is the section devoted to General Wolfe and the Siege of Quebec, which includes many rarities.

## Activities Among the Publishers

Practically all Lists are Complete  
—Publishers Visit England Preparatory to the Spring Campaign  
—Activity in the Shipping Rooms

For the past month the shipping rooms of Canadian publishing houses have been the scenes of intense activity, which has not died down yet. The season has been an excellent one and staffs have been kept very busy filling orders. Meanwhile the representatives of the import houses have been visiting publishing centres in the Old Country, arranging for their import lines for 1910.

The big event of the month has been the appearance of "The Foreigner" by Ralph Connor, which has been occupying the attention of all the supply houses. It seems destined to have a record sale.

As a last novel of the season, McLeod & Allen have issued an edition of "When a Man Marries," a ludicrous story of the Frank Stockton type, by Mary Roberts Rinehart.

The Musson Book Co. issued an edition of E. Temple Thurston's "House of Beautiful Nonsense" last month and so brisk was the demand that the entire edition was closed out in a few days.

Henry Frowde reports an excellent demand for "The Attie Guest," by Robert E. Knowles, and also notes a continuous enquiry for all Mr. Knowles' previous books.

The last of the Copp, Clark Co.'s fall novels made their appearance on December 7.—"Bella Donna," by Robert Hichens, and "The Sheriff of Dyke Hole," by Ridgwell Cullum.

A second edition of "Northern Lights," by Sir Gilbert Parker, is now ready. The publishers, the Copp, Clark Co. report a heavy sale for this title.



H. G. WELLS

Author of "Ann Veronica," just published by Copp, Clark.

The Copp, Clark Co. issued on November 30, "Faces in the Mist," by J. A. Steuart, and "Sailor's Knots," by W. W. Jacobs.

McLeod & Allen have taken the Canadian market for "Margarita's Soul," the remarkable anonymous novel, which has created such a sensation in the United States.

William De Morgan's "It Never Could Happen Again" was published on December 6 by Henry Frowde. The Canadian edition is issued in two volumes at \$1.75 the set.

A charming edition of Maurice Hewlett's "Forest



ALFRED NOYES

The talented English poet whose works are being well received in Canada.

Lovers" with 16 illustrations in color by A. S. Hartrick, has been published by the Macmillan Co.

The Canadian edition of Zona Gale's "Friendship Village Love Stories" is now in. The publishers are the Macmillan Co.

A mistake was made last month in quoting Dr. Sven Hedin's "Trans-Himalaya" at \$1.50. This should have been \$7.50, which is a much more reasonable price for a splendid two-volume work of this kind.

Difficulty has been experienced by the Musson Book Co. in securing sufficient copies of "Lady Cardigan's Memoirs" to meet the demand. There has been a heavy call for this book.

### A FINE PRESENTATION VOLUME.

"Jock of the Bushveld" is the title of Sir Percy Fitzpatrick's most recent literary work. Sir Percy will be remembered as the author of "The Transvaal from Within," a work which he began and finished during the three years banishment to which he was sentenced after the discharge of the reform leaders from Pretoria Gaol. It is hard to imagine any greater difference in subject matter than that which exists between these two books, one a great volume of historical facts, facts which the author narrates with great literary skill, being a statement of the occurrences of 1895-6 in the Transvaal, and the conditions which led up to them, the other, "Jock of the Bushveld," a South African hunting story, a story of a dog and his master. The book is printed in a large clear type on good paper, bound in full cloth of a rich green shade, artistically decorated in gold; every page of the text has several marginal illustrations, and in addition to this, the book contains a number of full page plates, all of which were specially drawn by Mr. E. Caldwell, an artist who journeyed to the happy hunting grounds of "Jock" and his master for that special purpose. Large crown 8vo. Price, \$1.75. Longmans, Green & Co., London England. Renouf Publishing Co., 61 Union Avenue, Montreal.



## Brief Notes of New Canadiana

### Publications Still Coming from the Press—Several to Appear in December—A Canadian Who's Who to be a New Year Publication.

Nearly all the distinctly Canadian books of the year have now appeared. A few belated volumes have yet to be published but they will all be cleared off before Christmas. Already several new volumes are being talked about for spring publication, but we are not at liberty to make any specific announcements as yet. One important publishing house is planning to enter this field on an extensive scale in the spring.

#### Fiction.

The publication of "Chicoutimi, a Romance of the Saguenay and Other Tales," by Allan Douglas Brodie (T. Herbert Chestnut), has been postponed for a couple of months. The author, who was formerly on the staff of the Montreal Witness, is now in Boston. His book will be published by William Briggs.

The Westminster Co. expect to publish in the early spring, a new story by Marian Keith, author of "The Silver Maple," etc.

#### Biography.

The Canadian edition of "The Life of Robert Machray, D.D., LL.D., D.C.L., Archbishop of Rupert's Land, etc.," by Robert Machray, his nephew, was issued on December 1. It is a large and imposing work. (Macmillan).

"The Life and Letters of General Wolfe," by Beekles Willson, is now to be procured from the Macmillan Co. of Canada, who have secured the Canadian market for the volume.

William Briggs will publish shortly "Reminiscences and Incidents Connected with the Life and Pastoral Efforts of Rev. John Anderson, B.A.," by his son, Rev. J. D. Anderson, of Beauharnois, Que. The subject of the biography was one of the pioneer clergymen of Huron county.

Another biographical work, telling the story of one of Manitoba's pioneers, is shortly to be published by William Briggs—"Memoirs of the late Sandy Stewart." It has been written by one who styles himself "his life-long friend."

Henry J. Morgan's monumental work, "Canadian Men and Women of the Times," is now nearing completion. His publisher, William Briggs, expects to have the volume ready early in the New Year.

William Briggs has now on the press "Martyrs of New France," a carefully prepared historical work from the pen of W. S. Herrington, K.C., of Napanee.

#### Poetry.

"The Amber Army and Other Poems" is the title of a new volume of poems by Rev. W. T. Allison, to be published shortly by William Briggs. Mr. Allison is a graduate of Toronto University and later occupied a position on the staff of the Toronto News. He went from there to a charge in Stayner and is now located in Middlefield, Conn.

A new edition of "The Empire Builders and Other Poems," by Robert J. C. Stead, of Cartwright, Manitoba, has been published by William Briggs.

#### Miscellaneous.

F. S. Spence, of Toronto, has compiled and the Pioneer Press has published "The Campaign Manual, 1909," a 128-page book in the interests of local option.

An interesting little volume by the late Gordon Boyce Thompson, M.A., of Toronto, has just been published by the Macmillan Co., with the title "The Kulturkampf." Mr. Thompson graduated from the University of Toronto in 1907 and spent the winter of 1907-1908 in Germany, working on a thesis for his M.A. degree. The thesis is contained in the book, which has a pathetic interest on account of the death of the author in Berlin, on July 1, 1908. Professor Wrong, who was instrumental in having the book published, contributes an introduction. In addition to the ordinary edition, a limited de luxe edition (not for sale) has been printed.

The third edition of Barlow Cumberland's "History of the Union Jack and the Flags of the Empire," will be ready almost immediately. Mr. Cumberland has revised and enlarged his original book, which is now entirely out of print. William Briggs is publishing it.

Volume VI. of the "Proceedings of the Canadian Club, Toronto for the year 1908-1909" has just been published by the Club in a neat 153-page volume. It contains 24 addresses delivered before the Club, among them being speeches by Viscount Milner, Lord Northcliffe, Sir Andrew Fraser and other notabilities.

Dr. Wilfred Grenfell's authoritative book on "Labrador, the Country and the People" was published in November by the Macmillan Co. In addition to the descriptive chapters by Dr. Grenfell, there are chapters on various scientific subjects by such men as Dr. Reginald A. Daly, professor of geology at the Massachusetts Institute of Technology; Dr. E. B. Delabarre, professor of psychology at Brown University; Dr. C. W. Townsend, of Boston; Charles W. Johnson, curator of the Boston Society of Natural History; Dr. A. P. Low, Deputy Minister of Mines in Canada, and William B. Cabot, of Boston.

#### A Canadian Who's Who.

A work of reference, "The Canadian Who's Who," which is going to occupy a place in Canada similar to that occupied by "Who's Who" in England, is promised for January. The volume is being published by the Times, of London, and it is the intention to make it an annual publication. Mr. Fred Cook, of Ottawa, Canadian correspondent of the Times, whose wide acquaintance with the leading men of the Dominion, eminently qualifies him for the task, is the editor. Mr. Cook was charged with the duty of preparing the work as recently as October. The names had to be selected at once, and question forms to be sent out. Mr. Cook states that the replies to his circulars have been readily forthcoming, although in some cases two and, perhaps, three letters had to be sent before the requisite information was obtained. Besides biographies of the public men of the country, that is, members of the Federal and Provincial Legislatures, leading members of the learned professions and men prominent in the chief business enterprises of the country, are included in the book. Special attention has been paid to the literary men and women of the Dominion. As an instance of the difficulty in preparing a work of this kind at such short notice, it may be mentioned that the Yukon information had to be asked for by telegraph. Search had to be made for Canadians in different parts of the world. For instance, Miss Kathleen Parlow, whose fame as a violinist, has extended all over Europe, was located through one of the big musical firms in London, her Canadian relatives not knowing her address. After the first year, Mr. Cook says it will be comparatively easy sailing to amplify the volume. It is proposed to follow in every respect, as regards type, size of page, and binding, that standard work of reference, "The English Who's Who."



# Among the Season's New Books

## Thumb-nail Reviews of Numerous Fall Publications — A Profusion of Juveniles — Some Novels and General Works.

### Fiction.

**The Land of Long Ago.** By Eliza Calvert Hall. The Musson Book Co., Toronto. \$1.25.

The reminiscences and reveries of a very interesting old lady. The author with the keen insight of a sympathetic imagination possesses the power to reproduce the lives of a bygone day with the joys and sorrows that rendered those lives tender and pathetic. The homely virtues as practised in the narrow arena of a Kentucky village were the soil from which sprang a progeny of noble sons and daughters. Miss Hall has well performed her task of recording these pleasant tales of "The Land of Long Ago."

**Daphne in Fitzroy Street.** By E. Nesbit. The Musson Book Co., Toronto. \$1.25.

The writer of this clever story excels in the interpretation of the emotions. Daphne, when she takes up her home in Fitzroy Street amid Bohemian surroundings, is a creature under the sway of her emotional nature. When she emerges, after a few, short, stormy months of purely emotional enjoyment, she has learned, among other things, the hard lesson that defeat is often the road to victory and that the purest love is that which gives and seeks nothing in return. Feeling and not years has transformed the immature, impulsive schoolgirl into the calm, mature but not less lovable woman.

**The Castle by the Sea.** By H. B. Marriott Watson. Boston: Little, Brown & Co. Cloth, \$1.50.

A romance built around an old English castle, which has been leased by a London literary man. He soon discovers that there is a mystery hanging over it. In fact, there are apparently several independent mysteries. The reader is kept guessing about them up to the very end, when they are, of course, all solved in easy fashion to everybody's satisfaction. The book possesses a genuine romantic glamor.

**The Yellow Circle.** By Charles E. Walk. Chicago: A. C. McClurg & Co. Cloth, \$1.50.

A first-rate mystery story, beginning dramatically with the disappearance of a rich young lady from the church vestry just as she was about to be married.

**Wit's End.** By Amy Blanchard. Boston: Dana Estes & Co. Cloth, \$1.50.

Instinct with life, color and individuality, this story of true love, which has for its setting a certain island of Caseo Bay, beloved by many, cannot fail to attract, and hold to its happy end, the reader's eager attention. The word pictures of sea and land are masterly; while the poise of narrative and description is marvellously preserved.

**Greene, Francis Nimmo.** Into the Night. Illustrated in color. New York: Thomas Y. Crowell & Co. Cloth, \$1.20 net.

The story begins at the historical point a few years ago, when a mass-meeting of citizens of New Orleans took the law into their own hands and lynched ringleaders of the Mafia concerned in the death of their chief of police. From this point of fact a romance of intrigue and mystery is interwoven, which holds the reader baffled and puzzled, but keenly interested until the end. The book, however, is by no means gloomy in treatment. The nar-

rative also serves as a vehicle for presenting characters of strange contrast: the high-strung southern planter with his inordinate pride of race; the cool, purposeful lawyer and the keen detective against whom he is pitted; the cringing Italians and other alien races. Nor must we forget the most pathetic and clearest figure in the book — Zoe, child of impulse and passion. "The writer handles her story with unusual skill," says one critic. "She knows her New Orleans, and her people are very live."

### Juveniles.

**Christmas in Japan: or Saburo's Reward.** By Sarah Gertrude Pomeroy. Boston. Dana Estes & Co., Cloth, 50 cents.

An entertaining story of a little Japanese boy, who, in order to assist his father to pay all his debts on New Year's Day,—a national Japanese custom,—was willing to sacrifice some of his most cherished treasures; and later, by his bravery and stout-heartedness, was enabled to earn the necessary amount required to satisfy his father's creditors, and establish the family in affluent circumstances again. Most entertainingly told, in the author's best style.

**The Sarah Jane: Dicky Dalton, Captain.** By James Otis. Boston: Dana Estes & Co. Cloth, \$1.50.

The second title in the very successful series of "Business Venture Stories" deals with the efforts of two venturesome American boys to manage and operate a small tugboat. Their pluck in meeting the hazards of this business, and their resourceful ingenuity in overcoming difficulties, fill the narrative with interesting and exciting episodes that will appeal to readers of all ages.

**Bravo, Bob!** The Boy from Canada. By Andrew Home. London and Edinburgh: W. & R. Chambers. Cloth, 3s 6d.

Bob Kitchin, a Canadian boy at school in England, is the hero of this excellent school story. Martin Allingham, an English boy, tells the story. At first the two are friends but they become estranged. There are numerous other characters and a variety of amusing and thrilling experiences. Finally the breach is healed.

**Barbara Bellamy.** A Public School Girl. By May Baldwin. London and Edinburgh: W. & R. Chambers. Cloth, 3s 6d.

The heroine is brought up by an eccentric and misanthropic grandfather in seclusion until she is fourteen. The new vicar's wife befriends her and persuades the old man to send her to school. Her adventures at school, where she is first considered to be mad, are amusingly told.

**The Angel Opportunity.** By Jessie F. Hogg. Edinburgh and London: Oliphant, Anderson & Ferrier. Cloth, 2s 6d.

The story of a missionary's family who are sent home to Scotland to be educated. It is full of humorous and pathetic incidents.

**Aylwyn's Friends.** By L. T. Meade. Edinburgh and London: W. & R. Chambers. Cloth, 6s.

The story tells of some charming children from Australia, who show in the most delightful manner to their English relations how, by their own initiative, they can earn their living.

**The Little Tin Soldier.** By Graham Mar. Edinburgh and London: W. & R. Chambers. Cloth, 2s 6d.

A story dealing with the adventures of a charming little fellow who was kidnapped from a loving home and taken to the rough-and-tumble life of the East End of London.

**The Little Japanese Girl.** By Nell Parsons. With four color plates and 62 other illustrations. London: Robert Culley. Cloth, 2s 6d net.



Giving, in story form, a graphic picture of life in Japan, intended for the instruction and entertainment of young people.

**A Trip to Mars.** By Fenton Ash. Illustrated. Edinburgh and London: W. & R. Chambers. Cloth.

The wonderful adventures of two British youths on the planet Mars, which they visit as the guests of King Ivanta, a powerful ruler of that globe, and his son Prince Alondra. They find there a world where airships and flying machines are in universal use. They learn to manage racing air-yachts and take part in other strange sports. Later they meet with still more thrilling adventures.

**The Attic Boarders.** By Raymond Jaeborns. Illustrated. Edinburgh and London: W. & R. Chambers. Cloth.

Rachel Wellington, the motherless eldest daughter of a poor country rector, finds it so difficult to make both ends meet that she tries to make money by starting a dog's holiday home, turning some unused attics into dogs' boarding houses. She has great difficulties with her first boarders. Four younger children make up the Rectory party.

**Bar B. Boys, or the Young Cow-Punchers.** By Edwin L. Sabin. New York: Thomas Y. Crowell & Co. Cloth, \$1.50.

Here is just the book to make every wide-awake boy "sit up"—yes, and his sister, too. It is a tale of ranch life in the far west, filled with adventure and the free air of the Rockies, true to the life, yet standing for high ideals and courage of the right sort. In Mr. Sabin's earlier book he proved that he knew boy life; and here he proves also that he knows the picturesque wild west, which is so soon to yield before the on-marching civilization. Stories like this are valuable in treasuring for us this phase of passing American life and manners.

**Unlucky Tib.** By Edward S. Ellis. Boston: Dana Estes & Co. Cloth, \$1.25.

Tiberius Marshall believed for a long time that he was the unluckiest youngster that ever lived. As a member of the "Roaring Rangers," as the hero of the "Swallow Tail," and in various other episodes, Tib's experiences seemed to warrant this dismal belief on his part. But, all in good time, a change came, and the truth that the reward of virtue is as sure as the rising and setting of the sun is impressively taught. The story is luminous with humor, pathos and incidents that stir and quicken one's blood. Like all of Mr. Ellis's works, "Unlucky Tib" teaches in the most fascinating manner its own profound moral lesson.

#### Miscellaneous.

**The Next Life: Light on the Worlds Beyond.** By the Rev. J. Reid Howatt, author of "Agnostic Fallacies," "Faith's Strong Foundations," etc. London: the Religious Tract Society. 2s net.

In times when our immortality is either being questioned or held only loosely and vaguely, such a book as "The Next Life: Light on the Worlds Beyond" is as refreshing as it is opportune. In a clear and interesting style the author lays under contribution both nature and revelation, latest science and most recent theology, till we not only rejoice in the luminous proofs of our immortality, but are also fascinated by the wide disclosures of what waits us beyond the veil. A most thoughtful and stimulating work.

**Standard Guide for Locomotive Engineers and Firemen.** By Ed. Turner. Chicago: Laird & Lee. Leather, pocket size, 75 cents.

An illustrated pocket manual for the convenient use

of railroad engineers, firemen and machinists, covering breakdowns, quick repairs on E. T. equipment, New York brake equipment, compound engines, injectors, lubricators, etc., standard rules for engineers and firemen, signals, and definitions of railroad terms.

**English-Italian, Italian-English Dictionary.** Laird & Lee's Standard Vest Pocket Edition. Chicago: Laird & Lee. Leather, 75 cents. Cloth, 50 cents.

A timely book, carefully compiled, edited and arranged, and contains accurate pronunciation tables and abridged compendiums of the grammars of both languages.

**The Sons of Strength.** By J. R. P. Selater. Edinburgh and London: Oliphant, Anderson & Ferrier. Cloth, 1s net.

An exposition of some of the distinctively religious ideas, which are given in George Meredith's poems, and an exhortation derived from them.

**Old-Time Recipes for Home-made Wines.** Cordials and Liqueurs from Fruits, Flowers, Vegetables, etc. Compiled by Helen S. Wright. Boston: Dana Estes & Co. Cloth, \$1.50.

In compact but attractive form this book combines a list of valuable recipes and a beautiful and artistic gift book.

**Laird & Lee's Diary and Time-Saver for 1910.** Chicago: Laird & Lee. Leather, vest-pocket size, 25 cents.

This excellent little diary is now in its eleventh year. It is kept strictly up-to-date. Attention is given to Canada, with statistics regarding population, government, areas, map, etc.

**The Gate Beautiful.** By J. R. Miller. New York: Thos. Y. Crowell & Co. Cloth, gilt top, 85 cents net.

Dr. Miller's work, both as preacher and writer, is too well known to require extended comment here. His annual volume of sermons for this year bears an unusually charming title, and its contents will be found to measure fully up to the standard of his other books. It contains some twenty chapters, the first giving its title to the whole. Other chapter heads which give an idea of the general tenor of the work are: "The Call to Praise," "The Desires of Thy Heart," "Called to be Saints," "Guarding Our Thoughts," "Points of Departure," and "What God Thinks of Us."

**Laird & Lee's Webster's New Standard Dictionary.** (Students' Common School Edition. Chicago: Laird & Lee. Black silk cloth. 75 cents.

This is a revised edition. In addition to the hundreds of text illustrations contained in previous editions, it has an artistic frontispiece, presenting a magnificent portrait of Noah Webster, two full-page colored maps, showing the eastern and western hemispheres, two full-page plates of architectural drawings, and a supplement containing hundreds of new words and definitions that have recently come into use in connection with the latest discoveries and inventions in the arts and sciences.

**Cafe Cackle, From Dumps to Delmonico's.** By Clivette. Chicago: Laird & Lee. Paper, 25 cents. Boards, 50 cents.

Stories, supposed to be heard in cafes and hotel dining-rooms from the Atlantic to the Pacific. They are funny and entertaining.

**The New Golfer's Almanac for 1910.** Made up by W. L. Stoddard, with sundry pictures by A. W. Bartlett. Boston: Houghton, Mifflin Co. Cloth. 90 cents net.

An amusing and instructive collection of odds and ends about golf. Weather prophecies, a dictionary of golf, astronomical information, golf champions, rules of the game, etc., all compiled in the approved almanac form. A splendid gift book for a golf fiend.



# The Canadian Monthly List of Books for November

Containing a Record of Books Published in Canada,  
Books by Canadian Authors and Books About  
Canada Issued During the Month of November.

- Abbott, L.** The Temple. Toronto: Macmillan. Cloth, \$1.25 net.
- Addams, J.** The Spirit of Youth and the City Streets. Toronto: Macmillan. Cloth, \$1.25 net.
- Albutt and Rolleston.** System of Medicine, Vol. VI. Diseases of the Heart and Blood Vessels. Toronto: Macmillan. Half leather, \$7.00 net.
- Bailey, L. H.** The Nature Study Idea. Third Edition Revised. Toronto: Macmillan. Cloth, \$1.00 net.
- Begbie, Harold.** The Gateway. Toronto: Henry Frowde. Cloth, \$1.25.
- Book of Christmas, The.** With an introduction by Hamilton Wright Mabie, and decorative drawings by George Wharton Edwards. Toronto: Macmillan. Cloth, \$1.25 net.
- Bo-Peep.** Annual Volume. Toronto: Cassell. Cloth, 85 cents. Boards, 50 cents.
- Burpee, L. J.** (1) Fragments of Sam Slick. (2) A Little Book of Canadian Essays. (3) Songs of French Canada. (4) By Canadian Streams. (5) Flowers from a Canadian Garden. Toronto: Musson. November. Each. Boards, 35 cents; Lambskin, \$1.00; Madras, \$1.25; Velvet Persian, limp, \$1.50.
- Cable, George W.** Posson Jone' and Pere Raphael. Toronto: Copp, Clark. Nov. Cloth, \$1.50.
- Cameron, Agnes Deans.** The New North. New York: D. Appleton & Co. Cloth, \$3.00 net.
- Canby, H. S.** English Composition in Theory and Practice. Toronto: Macmillan. Cloth, \$1.25 net.
- Carson, W. E.** Mexico, the Wonderland of the South. Toronto: Macmillan. Cloth, \$2.25 net.
- \*Casgrain, Hon. J. P. B.** The Problems of Transportation in Canada. 232 pages, 4¾x7¼ inches. Quebec. Laflamme & Proulx. Paper.
- Cassell's Magazine.** Annual Volume. Toronto: Cassell. Cloth, \$1.75.
- Cassell's Annual for Boys and Girls.** Toronto: Cassell. Cloth, \$1.50, boards, \$1.00.
- Chatterton, E. Keble.** Every Boy's Book of Sports, Pastimes, Hobbies and Amusements. Toronto: Copp, Clark. Nov. Cloth, \$1.25.
- Chisholm, Joseph Andrew.** The Speeches and Public Letters of Joseph Howe. 2 volumes, 1300 pages. 6x9 inches. 500 sets in calf, 1,500 sets in buckram. Halifax: Chronicle Pub. Co. August. Printed by Ballantyne-Hanson Co. Calf, \$10.00 per set, buckram, \$8.00 per set.
- Chums.** Annual Volume. Toronto: Cassell. Cloth, \$1.75.
- Church, (Rev.) Alfred J.** The Faery Queen and Her Knights. Toronto: Macmillan. Cloth, \$1.50.
- Clarke, Helen A.** Longfellow's Country. Toronto: Musson. Nov. Cloth, \$2.50.
- Connor, Ralph.** The Dawn of Galilee. Toronto: Westminster. Decorated paper. 25 cents; cloth, 50 cents.
- \*\*Connor, Ralph.** The Foreigner. Toronto: Westminster Co. Nov. Cloth, \$1.25.
- Creighton, J.** Introduction to Logic. New Edition. Toronto: Macmillan. Cloth, \$1.50 net.
- \*\*Dill, L. A.** Two Christmas Gifts. Toronto: William Briggs. Paper, 25 cents.
- Douglas, Hudson.** The Lantern of Luck. Toronto: McLeod & Allen. Cloth, \$1.25.
- \*\*Ellis & Macclement.** A Laboratory Manual to a First Book in Chemistry. 60 pages. Toronto: Macmillan. 25 cents net.
- \*\*Ellis & Macclement.** A First Book in Chemistry. vii.+191 pages. Toronto: Macmillan. Cloth, 50 cents net.
- Field, Ed. Salisbury.** Cupid's Understudy. Illustrated by Will Grefe. Toronto: McLeod & Allen. Nov. Cloth, \$1.25.
- Finnemore, J.** The Story of Robin Hood and His Merry Men. Illustrated. Toronto: Macmillan. Cloth, \$1.00.
- Girls' Realm.** Annual. Toronto: Cassell. Cloth, \$1.75.
- Goodall, Agnes M.** Portugal. Peeps at Many Lands Series. Toronto: Macmillan. Cloth, 50 cents.
- Gregory and Hadley.** A Class Book of Physics. Toronto: Macmillan. Cloth, \$1.00 net.
- Grenfell, Wilfred T.** Labrador, the Country and the People. Illustrated. Toronto: Macmillan. Cloth, \$2.25 net.
- Grierson, E.** Children's Tales of English Minsters. Toronto: Macmillan. Cloth, \$1.75.
- \*\*Harper, J. M.** The Greatest Event in Canadian History. The Battle of the Plains. 269 pages, 5¼x8 inches. Toronto: Musson. Nov. Cloth, \$1.50.
- Haverfield, E. L.** A Human Cypher. Toronto: Henry Frowde. Cloth, \$1.25.
- Henderson, John.** Jamaica. Peeps at Many Lands Series. Toronto: Macmillan. Cloth, 50 cents.
- Hewlett, Maurice.** Forest Lovers. Illustrated by A. S. Hartrick. New edition. Toronto: Macmillan. Cloth, \$1.50.
- Horn, Kate.** Ships of Desire. Sixpenny Edition. Toronto: Cassell. Paper, 15 cents.
- Jacobs, W. W.** Sailors' Knots. Toronto: Copp, Clark. Nov. Cloth, \$1.25.
- Jerome, Jerome K.** They and I. Toronto: Musson. Nov. Cloth, \$1.25.
- Jerrols, W.** Highways and Byways of Middlesex. Illustrated by Hugh Thomson. Toronto: Macmillan. Cloth, \$1.75.
- Johnson, Clifton.** The Picturesque Hudson. Toronto: Macmillan. Cloth, \$1.25.
- Johnston, Lena E.** China. Peeps at Many Lands Series. Toronto: Macmillan. Cloth, 50 cents.
- \*\*Johnston, (Rev.) T. J.** The Lord's Day Observance Vindicated. Toronto: William Briggs. Paper, 20 cents.
- \*\*Jordan, J. A.** The Grosse-Isle Tragedy and the Monument to the Irish Fever Victims, 1847. 137 pages, 7½x10¼ inches. Quebec: Telegraph Printing Co. Sept. Cloth, \$1.50; leather, \$3.00; paper, \$1.00.
- \*\*Kerby, J. W.** The Broken Trail. Toronto: William Briggs. Cloth, \$1.00.
- Kingsley, Charles.** The Water Babies. New edition, illustrated by Warwick Goble. Toronto: Macmillan. Cloth. \$4.00 net.
- Kipling, Rudyard.** A Song of the English. Illustrated in color by W. Heath Robinson. 4to. Toronto: Musson. \$5.00.
- Little Folks.** Annual Volume. Toronto: Cassell. Cloth, \$1.25; boards, 85 cents.
- Little, Frances.** Little Sister Snow. Special editions. Toronto: Musson. Lambskin, \$1.25; polished Madras, \$1.50.



# BOOKSELLER AND STATIONER

- Longfellow.** The Song of Hiawatha. Illustrated gift edition. Toronto: Copp, Clark. Nov. Ooze leather, \$2.00; cloth, \$1.00.
- Lucas, E. V.** A Wanderer in Paris. Toronto: Macmillan. Cloth, \$1.75 net.
- Lucas, E. V.** Some Friends of Mine: A Rally of Men. Toronto: Macmillan. Cloth, \$1.25.
- Maartens, Maarten.** The Price of Lis Doris. Toronto: Copp, Clark. Nov. Cloth, \$1.25.
- Macphail, Andrew.** Essays in Politics. Montreal: Renouf. Cloth, \$1.75.
- Major, Charles.** A Gentle Knight of Old Brandenburg. Toronto: Macmillan. Cloth, \$1.25.
- Marshall, H. E.** Canada. Our Empire Story Series. Illustrated in color by J. R. Skelton. 121 pages, 5¼x7¾ inches. London. T. C. and E. C. Jack. Toronto: Copp, Clark. Cloth, 50 cents.
- Maxwell, W. B.** Seymour Charlton. Toronto: Copp, Clark. Nov. Cloth, \$1.25.
- McFadyen, John E.** A City with Foundations. Toronto: Westminster. Nov. Cloth, \$1.25.
- Meade, L. T.** Wild Heather. Frontispiece in color by E. Earnshaw. Toronto: Cassell. Nov. Cloth, \$1.25.
- Meade, L. T.** I Will Sing a New Song. Toronto: Henry Frowde. Cloth, \$1.25.
- Mitton, E.** Children's Book of Railways. Toronto: Macmillan. Cloth, \$1.75.
- Morris, Gouverneur.** Putting on the Screws. Toronto: William Briggs. Cloth, 50 cents.
- \*\*O'Donnell, John H., M.D., C.M.** Manitoba as I Saw It. From 1869 to Date. With Flash-lights on the First Riel Rebellion. 158 pages, 6x8¾ inches. Toronto: Musson. Nov. Cloth, illustrated, \$1.50.
- Perry, Frances Foster.** Their Hearts' Desire. Toronto: William Briggs. Cloth, \$2.00 net.
- Quiver, The.** Annual Volume. Toronto: Cassell. Cloth, \$1.75.
- \*\*Ray, G. Whitfield, F.R.G.S.** Through Five Republics on Horseback. Being an Account of Many Wanderings in South America. With introduction by Rev. J. G. Brown, D.D. Fourth edition, 380 pages. 5x7¾ inches. Toronto: William Briggs. Nov. Cloth.
- Reader, Ethel.** The Little Mermaid: A Story for Children. Toronto: Macmillan. Cloth, \$1.00.
- Rinehart, Mary Roberts.** When a Man Marries. Toronto: McLeod & Allen. Cloth, \$1.25.
- Roberts, Charles G. D.** The Backwoodsman. Toronto: Macmillan. Cloth, \$1.25.
- Rubaiyat of Omar Khayyam.** Fitzgerald Centenary Edition. Illustrated in color by Willy Pogany. Toronto: Copp, Clark. Nov. \$3.00 net. Limited edition signed by artist, \$6.00 net.
- Rubaiyat of Omar Khayyam.** Illustrated in color by Edmund Dulac. Toronto: Musson. Cloth, \$5.00 net.
- \*\*Rundle, Edwin George.** A Soldier's Life. With an introduction by Major Henry J. Woodside. Author's Edition, 127 pages. 5¼x8 inches. Toronto: William Briggs. Cloth, \$1.00.
- \*\*Saunders, Edward Manning, M.A., D.D.** Three Premiers of Nova Scotia. The Hon. J. W. Johnstone, the Hon. Joseph Howe, the Hon. Charles Tupper, M.D., C.B. 628 pages, 6x9 inches. Toronto. William Briggs. Nov. Cloth, \$3.50.
- Sedgwick, Mrs. Alfred.** Germany. Peeps at Many Lands Series. Toronto: Macmillan. Cloth, 50 cents.
- Sedgwick, Mrs. Alfred and Paynter, Mrs.** The Children's Book of Gardening. Toronto: Macmillan. Cloth, \$1.75.
- Shaw, Captain Frank H.** First at the Pole. Toronto: Cassell. Cloth, \$1.50.
- Sheehan, Very Rev. Canon.** The Blindness of Dr. Gray. Montreal: Renouf. Cloth, \$1.75.
- \*\*Sinclair and Tracy.** Introductory Educational Psychology: A Book for Teachers in Training. xii+180 pages. Toronto: Macmillan. Cloth, 90 cents net.
- Smedley, Frank E.** Henry Coverdale's Courtship. New Edition. Toronto: Musson. Cloth, \$2.00.
- Smedley, Frank E.** Lewis Arundel. New Edition. Toronto: Musson. Cloth, \$2.00.
- Smedley, Frank E.** Frank Fairleigh. New Edition. Toronto: Musson. Cloth, \$2.00.
- \*\*Sparrow, Charles.** The House on the Cliff. Toronto: William Briggs. October. Author's Edition. 122 pages, 5¼x7¾. Cloth.
- Spencer, (Rev.) F. E.** Old Testament History. Anglican Church Handbook Series. Montreal: Renouf, 30 cents.
- \*\*Stead, Robert J. C.** The Empire Builders and Other Poems. Second Edition. Toronto. William Briggs. Cloth, \$1.00.
- Steuart, J. A.** Faces in the Mist. Toronto: Copp, Clark. Nov. Cloth, \$1.25.
- Stevenson, Robert Louis.** Travels with a Donkey and an Inland Voyage. Macmillan's Pocket Classics Series. Toronto: Macmillan. Cloth, 25 cents net.
- Swete, H. B.** Holy Spirit in the New Testament. Toronto: Macmillan. Cloth, \$2.50 net.
- Tennyson.** Love Poems. Illustrated Gift Edition. Toronto: Copp, Clark. Nov. Cloth, \$1.00; ooze leather, \$2.00.
- Thomas, (Rev.) W. H. Griffith.** Christianity in Christ. Anglican Church Handbook Series. Montreal: Renouf. 30 cents.
- Thomson, M. Pearson.** Finland. Peeps at Many Lands Series. Toronto: Macmillan. Cloth, 50 cents.
- Tiny Tots.** Annual Volume. Toronto: Cassell. Cloth, 45 cents; boards, 30 cents.
- Tynan, Katharine.** Ireland. Peeps at Many Lands Series. Toronto: Macmillan. Cloth, 50 cents.
- Underwood, Clarence F.** Girls of To-day. 24 full-page color illustrations, and 75 in black-and-white. Toronto: Copp, Clark. Nov. Cloth, \$3.00 net.
- Vance, Louis Joseph.** The Pool of Flame. Toronto: William Briggs. Cloth, \$1.25.
- Van Dyke, Henry.** The Music Lover. Toronto: Musson. Nov. Cloth, 50 cents.
- Van Dyke, Henry.** The White Bees and Other Poems. Toronto: Copp, Clark. Nov. Cloth, \$1.25 net.
- Von Hutten, Baroness.** The Lordship of Love. Toronto: Musson. Nov. Cloth, \$1.25.
- Ward, Mrs. Wilfrid.** Great Possessions. Montreal. Renouf. Cloth, \$1.75.
- Warden, Florence.** Heiress of Densley Wold, Sixpenny Edition. Toronto: Cassell. Paper, 15 cents.
- Warren, C. F.** Teachers' Manual to Accompany "The Elements of Agriculture." Toronto: Macmillan. Paper, 15 cents net.
- Watson, H. B. Marriott.** The Golden Precipice. Sixpenny Edition. Toronto: Cassell. Paper, 15 cents.
- Wells, H. G.** Anne Veronica. Toronto: Copp, Clark. Nov. Cloth, \$1.25.
- Wiggin, Kate Douglas.** Susanna and Sue. Toronto: William Briggs. Cloth, \$1.50.
- Willson, Beckles.** Life and Letters of James Wolfe. Toronto: Macmillan. Cloth, \$4.50 net.



**SOME MISCELLANEOUS BOOKS.**

**Scotland's Work and Worth:** An Epitome of Scotland's Story from Early Times to the Twentieth Century, with a Survey of the Contributions of Scotsmen in Peace and in War to the Growth of the British Empire and the Progress of the World. By Charles W. Thomson, M.A. Edinburgh and London: Oliphant, Anderson & Ferrier. To be published in 14 fortnightly parts at sevenpence net.

An endeavor has been made in this work to present in a concise, convenient and popular form the outstanding facts of Scottish history, from the earliest times to the present day. The book will be well illustrated.

**Toasts and Table Sentiments.** A collection to gladden diners and aid the good work of digestion. Compiled by Wallace Rice. Chicago: A. C. McClurg & Co. Decorated in colors, novelty binding. 50 cents net.

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**My Chums in Caricature.** A Burlesque Gallery. By Herschel Williams. Chicago: A. C. McClurg & Co. Boards, 50 cents net.

Contains a series of quotations with blank spaces for securing the autographs of friends and pasting in caricatures taken from comic sources.

**Catchwords of Worldly Wisdom.** A little book of epigrams, wise and witty. Chicago: A. C. McClurg & Co. Quaintly illustrated and decorated in colors. 75 cents net.

Sixty-four pages filled with apt quotations from many sources. It is daintily printed and illustrated.

**Rubaiyat of Omar Khayyam.** Translated by Edward Fitzgerald. Introduction by Walter Rice. Chicago:



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**Children of China.** By Colin Campbell Brown. Edinburgh and London: Oliphant, Anderson & Ferrier. Cloth, 1s 6d net.



From "THE RUBAIYAT"  
Illustrated by Willy Pogany  
Thos. Y. Crowell & Co., New York

Stories and pictures of child life in China, written to interest young westerners in the children of the Orient. The illustrations are in color.

**The Minute Boys of New York City.** By James Otis. Boston: Dana Estes & Co. Cloth, \$1.25.

An exciting period of American history is here described by a noted boys' writer.

**By Reef and Trail.** By Fisher Ames, jr. Boston: Brown & Page. Cloth, \$1.50.

An adventure story, narrating the exciting experience of Bob Leach in Florida. The book is illustrated by Charles Livingston Bull.

**"Dame Curtsey's" Book of Etiquette.** By Ellye Howell Glover. Chicago: A. C. McClurg & Co. Cloth, 50c net.

A handbook for busy people giving the rules and customs of society, which are considered "good form." The best authorities are taken as the standard.

**"Dame Curtsey's" Book of Recipes.** By Ellye Howell Glover. Chicago: A. C. McClurg & Co. Cloth, \$1 net.

The object of the compiler has been to give a practical and concise compilation of the best recipes of this and past generations. The book will be found very attractive by the house-wife, both in size and treatment.

**Children of India.** By Janet Harvey Kelman. Edinburgh and London: Oliphant, Anderson & Ferrier. Cloth, 1s 6d net.

A condensation for children of several book on India. The illustrations are in color.

**Handbook of Hospitality for Town and Country.** By Florence Howe Hall. Boston. Dana Estes & Co. Cloth,

The aim of the writer is to show forth the true spirit of hospitality and to give hints for its exercise in accordance with present day customs.



## AN INTERESTING PROGRAMME.

The Canadian Literature Club of Greenock Church, St. Andrews-by-the-Sea, have arranged a most interesting programme for the present season. Meetings are held twice a month at the homes of the members, and subjects pertaining to Canadian literature are discussed. "Some New Canadian Stories," "Wolfe in Canadian Literature," "The Strickland Sisters," "Some Canadian Dog Stories" and "Humor in Canadian Literature" are among the topics on the programme. The moving spirit in the club is Rev. A. Wylie Mahon, who holds the post of honorary president. The example of St. Andrew's might well be followed in other Canadian towns.

## HANDSOME CATALOGUE.

Among the collection of publishers' holiday catalogues, none takes a more prominent place than that just issued by the Copp, Clark Co. The cover contains a three-color portrait by Romney, taken from the "Masterpieces in Color" series, for which the company are Canadian agents. The catalogue is profusely illustrated with portraits of authors, and reproductions of cover designs and illustrations. The letter press gives full information about the publication of the company. It is, of course, issued gratuitously.

## A FINE DECEMBER NUMBER.

The International Studio for December provides, as usual, a feast of delights for the art lover. William M. Chase, Edward Gregory R.A., and Alfred Gilbert are the artists whose work is illustrated. Numerous examples of each are given. There are eight full-page plates, including two remarkable night scenes by Joseph Pennell. Other



From "THE VALKYRIE"  
Retold in verse by Oliver Huckel  
Thos. Y. Crowell & Co., New York

noteworthy articles are, "The Application of Nature Subjects to Designing in Japanese Art," "The Etchings of Jean Francois Raffaelli," "Recent Designs in Domestic Architecture," "Reproductions of Colonial Furniture," "In the Galleries," etc.

## CHRISTIAN KNOWLEDGE PUBLICATIONS.

The Society for Promoting Christian Knowledge are making a good showing with their new publications. These are especially interesting as gift and prize books, being more than usually attractive in their get up and general appearance. A handsome specimen of the 3s. 6d.

series is "Dick Trawle," gilt top and illustrated in color. The 2s. 6d. series comprises several stirring tales of adventure suitable for boys, and there as well as the 2s. publications, are illustrated in color. The 1s. 6d.



From THOREAU'S "MAINE WOODS"  
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and 1s. volumes represent splendid values. The publications issued by the S.P.C.K. show a marked improvement year by year.

## BOOKS WANTED

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## Canadian Authors and Publishers

Authors and publishers desiring complete sets of reviews and notices of their books appearing in the Canadian newspaper press, can be supplied promptly and satisfactorily by us, at reasonable rates. Write for full particulars.

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## Three Important New Novels

Outstanding Fiction of the Day—Stories that can be Unqualifiedly Recommended—De Morgan Charms us Again

### An Unconventional Heroine.

One of the most unusual heroines in literature graces the pages of this strange story (*Margarita's Soul*. By Ingraham Lovell. New York: John Lane Co. Toronto: McLeod & Allen. Cloth, \$1.25.) Margarita is brought up by her father in hermit fashion on a lonely island, without knowledge of the world. On his death she comes to New York by some strange whim of fate and there on Broadway meets the hero, Roger Brad'ey. Roger took compassion on the queer but beautiful creature. She could not tell what town she had come from, but Roger found the address on a torn envelope in her handbag and took her back. All clues to the girl's identity fail and in the end Roger marries her, much to the disgust of his



haughty mother. He takes her to Europe, where she develops a wonderful voice and becomes a prima donna. She is naturally whimsical, full of caprices and distressingly unconventional, but she is shielded from vice by a sturdy English chaperon. Finally, she finds her soul, after saving Roger's life. The tale is told by Roger's friend, Jerry, who is also in love with her, and who delights in her strange ways.

### W. B. Maxwell's Strong Novel.

Among the few really important novels of the season, this story by W. B. Maxwell (*Seymour Charlton*. By W. B. Maxwell. Toronto: Copp, Clark. Cloth, \$1.25.) stands out prominently. It is much more than a mere single-plot novel. It is in its way a masterpiece of imaginative biography. The first chapter immediately raises the story to a high level. A young Englishman, younger son of an earl, finds his true self amid the vulgarities and inanities of a club supper, in response to a song sung by a girl singer. He follows her out and takes her home, finding in her a sympathetic soul. Thus buds a love story, which ripens in marriage, just at a time when the seemingly impossible happens and he succeeds his father in the earldom. Then follows a tale of life among the aristocracy of to-day, picturing conditions and disclosing abuses in no uncertain light. Mr. Maxwell has done his work in masterly fashion.

### Dr. Morgan at His Best.

William deMorgan's fourth novel (*It Never Can Happen Again*. By William de Morgan. Toronto: Henry Frowde. 2 volumes, \$1.75.) has at last appeared. It opens

in a way most suggestive of "Joseph Vance," and "Alice-for-Short." "Lizermann," in her slum, with her blind father and her drunken uncle, is very like another Alice. She is a most enchanting child, but it is not of her nor of "Blind Jim" Coupland that the story deals in the main. They remain an infinitely lovable and pathetic pair in the background of the action. It is with Judith and Sir Alfred Challis and his wife, Marianne, that the story as a story is concerned. The Deceased Wife's Sister's Bill plays an important part in the tale and serves to involve the plot quite intricately. There are numerous interesting characters introduced, equal to anything in the earlier books, and, after all, it is in his character portraiture that De Morgan excels. The book leaves the same delightful impression as the other stories from his pen.

### BEST SELLING BOOKS FOR NOVEMBER.

Owing to a delay in sending out our requests for reports, several cities and towns have not been heard from this month. A fairly representative list of best-sellers has, however, been compiled, of which the most important feature is the standing of the Canadian novels in the first four positions.

#### Brantford.

1. Attie Guest. R. E. Knowles. Westminster.
2. Anne of Green Gables. L. M. Montgomery. Page.
3. Anne of Avonlea. L. M. Montgomery. Page.
4. Foreigner. Ralph Connor. Westminster.
5. Calling of Dan Matthews. H. B. Wright. McLeod.
6. Danger Mark. R. W. Chambers. McLeod.

#### Chatham.

1. Ballads of a Cheechako. R. W. Service. Briggs.
2. Foreigner. Ralph Connor. Westminster.
3. Truxton King. G. B. McCutcheon. Briggs.
4. White Prophet. Hall Caine. McLeod.
5. Anne of Avonlea. L. M. Montgomery. Page.
6. Attie Guest. R. E. Knowles. Frowde.

#### Hamilton.

1. Foreigner. Ralph Connor. Westminster.
2. Attie Guest. R. E. Knowles. Frowde.
3. Actions and Reactions. Rudyard Kipling. Macmillan.
4. 40 Minutes Late. T. H. Smith. McLeod.
5. Northern Lights. Sir Gilbert Parker. Copp.
6. Cardillac. R. Barr. McLeod.

#### London.

1. Silver Horde. Rex Beach. Harper.
2. Calling of Dan Matthews. H. B. Wright. McLeod.
3. John Marvel, Assistant. T. N. Page. Copp.
4. Northern Lights. Sir Gilbert Parker. Copp.
5. Foreigner. Ralph Connor. Westminster.
6. Attie Guest. R. E. Knowles. Frowde.

#### Moncton.

1. Foreigner. Ralph Connor. Westminster.
2. Attie Guest. R. E. Knowles. Frowde.
3. Danger Mark. R. W. Chambers. McLeod.
4. Anne of Green Gables. L. M. Montgomery. Page.
5. White Prophet. Hall Caine. McLeod.
6. Hungry Heart. D. G. Phillips. Briggs.

#### Montreal.

1. Foreigner. Ralph Connor. Westminster.
2. Anne of Avonlea. L. M. Montgomery. Page.
3. Silver Horde. Rex Beach. Harper.
4. Truxton King. G. B. McCutcheon. Briggs.
5. Danger Mark. R. W. Chambers. McLeod.
6. Attie Guest. R. E. Knowles. Westminster.

#### Ottawa.

1. Anne of Avonlea. L. M. Montgomery. Page.
2. John Marvel, Assistant. T. N. Page. Copp.



3. *White Prophet*. Hall Caine. McLeod.
4. *Calling of Dan Matthews*. H. B. Wright. McLeod.
5. *Silver Horde*. Rex Beach. Harper.
6. *Stowaway*. L. Tracy. McLeod.

**Port Arthur.**

1. *Foreigner*. Ralph Connor. Westminster.
2. *Attie Guest*. R. E. Knowles. Frowde.
3. *Truxton King*. G. B. McCutcheon. Briggs.
4. *Northern Lights*. Sir Gilbert Parker. Copp.
5. *Silver Horde*. Rex Beach. Harper.
6. *White Prophet*. Hall Caine. McLeod.

**Quebec.**

1. *Greater Power*. Harold Bindloss. McLeod.
2. *Actions and Reactions*. Rudyard Kipling. Macmillan.
3. *Attie Guest*. R. E. Knowles. Frowde.
4. *Northern Lights*. Sir Gilbert Parker. Copp.
5. *Foreigner*. Ralph Connor. Westminster.
6. *Going Down from Jerusalem*. Norman Duncan. Musson.

**Stratford.**

1. *Foreigner*. Ralph Connor. Westminster.
2. *Attie Guest*. R. E. Knowles. Frowde.
3. *Stowaway*. L. Tracy. McLeod.
4. *Truxton King*. G. B. McCutcheon. Briggs.
5. *Little Sister Snow*. Frances Little. Musson.
6. *At the Sign of Joek O'Lantern*. M. Reed. Putnam.

**St. John.**

1. *Attie Guest*. R. E. Knowles. Frowde.
2. *Truxton King*. G. B. McCutcheon. Briggs.
3. *Northern Lights*. Sir Gilbert Parker. Copp.
4. *Foreigner*. Ralph Connor. Westminster.
5. *Hungry Heart*. D. G. Phillips. Briggs.
6. *Goose Girl*. Harold McGrath. Westminster.

**Toronto.**

1. *Foreigner*. Ralph Connor. Westminster.
2. *Northern Lights*. Gilbert Parker. Copp.
3. *Cardillae*. Robert Barr. McLeod.
4. *Attie Guest*. R. E. Knowles. Frowde.
5. *Mr. Justice Raffles*. E. W. Hornung. McLeod.
6. *Martin Eden*. Jack London. Macmillan.

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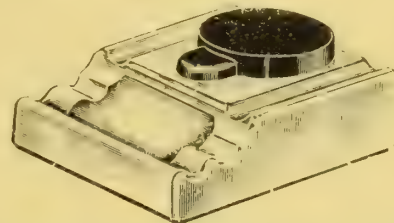
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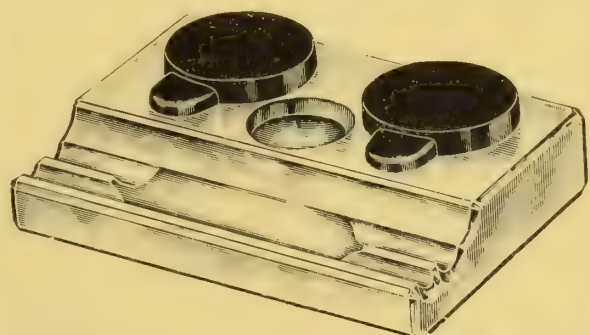
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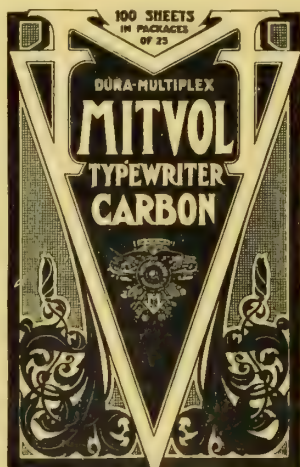
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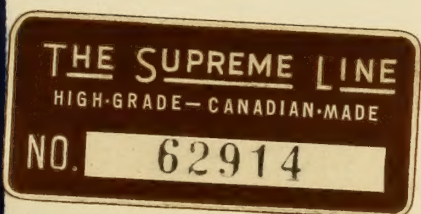












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